

#2 OF 2 ELECTION COVERS! COLLECT 'EM BOTH!

MAD

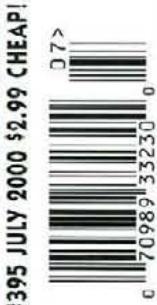
IND.

BUSH

MBLING

MUCK!

UNITED STATES



0 70989 33230 0

IN SPACE NO ONE CAN HEAR YOU RETCH...

SUBSCRIBE TO MAD!

FOR ASTRONOMICAL SAVINGS!

12
ISSUES
FOR
\$24*



CALL 1-800-4-MAD MAG

Visa or MasterCard Orders Only! Mon-Fri 8 a.m. - 11 p.m. Eastern Time, 9 a.m. - 6 p.m. Sat. U.S.A. and Canada Orders Only!

MAD MAGAZINE

P.O. BOX 52345

BOULDER, CO 80322-2345

USE COUPON OR DUPLICATE

*SAVE NAME _____

(please print)

ALMOST

ADDRESS _____

\$12

OFF CITY _____

STATE _____ ZIP _____

REGULAR

NEWSSTAND

PRICE!

Payment enclosed!

Please bill me later!

Outside U.S.A. (Including Canada) price is \$30 (includes GST tax). Funds payable by International Money Order or Check drawn on a U.S.A. Bank. MAD Magazine cannot be responsible for cash that is lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED! Please allow up to 8 weeks for delivery of first issue.

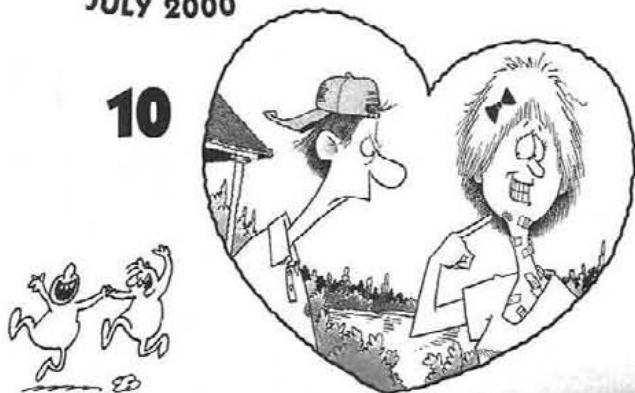
SDANS

MAD

JULY 2000

NUMBER 395

10



14



20



DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:
Random Samplings of Reader Mail.....**4**

WILD WILD CHEST DEPARTMENT:
"Errant Bra-On-Bitch" (A MAD Movie Satire).....**6**

FOR EVERY FLING THERE IS A SEASON DEPARTMENT:
Your Summer Camp Romance is Doomed If.....**10**

THERE AUTO BE A LAW DEPARTMENT:
Driver's License Penalty Points
We'd Like to See.....**12**

ANGSTER'S PARADISE DEPARTMENT:
Monroe &...The Doggy.....**14**

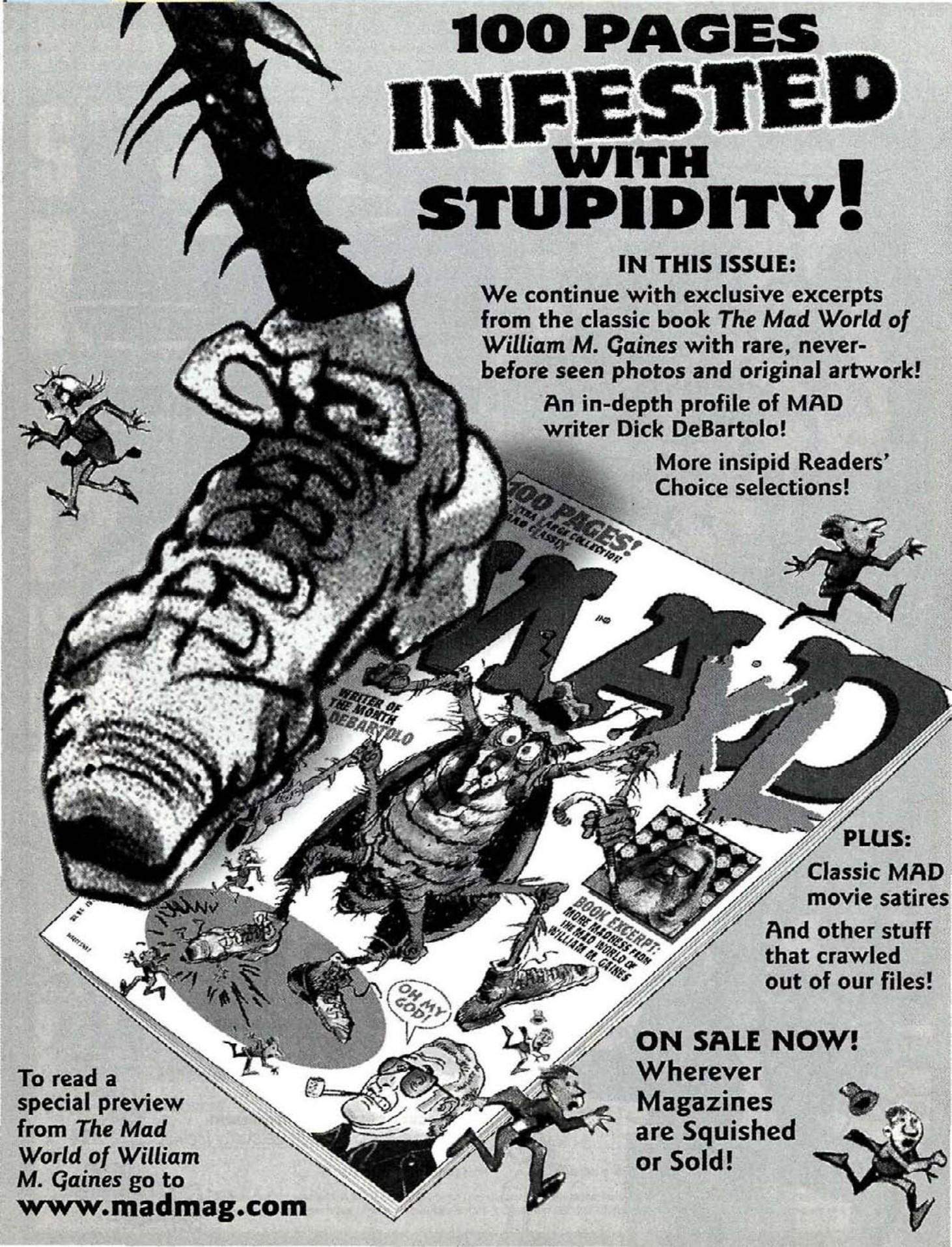
JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy.....**18**

STAR'S DRECK DEPARTMENT:
Hypeline.com.....**20**

THROW ANOTHER DIALOGUE ON THE FIRE DEPARTMENT:
A MAD Peek Behind the Scenes
on the Set of *Sports Night*.....**21**

THE THEORY OF DEVOLUTION DEPARTMENT:
The 13 Levels of Fading Celebrity Hell.....**24**





100 PAGES INFESTED WITH STUPIDITY!

IN THIS ISSUE:

We continue with exclusive excerpts from the classic book *The Mad World of William M. Gaines* with rare, never-before seen photos and original artwork!

An in-depth profile of MAD writer Dick DeBartolo!

More insipid Readers' Choice selections!



PLUS:

Classic MAD movie satires

And other stuff that crawled out of our files!

ON SALE NOW!

Wherever Magazines are Squished or Sold!



To read a special preview from *The Mad World of William M. Gaines* go to

www.madmag.com



37



1995
Saxophonist Kenny G
Officially Irritates Ten
Millionth Listener

1899
Harvey Figurine
Invents The Figurine

1994
Newly Released
Documents Suggest
Oliver Stone Killed JFK

THIS MONTH IN HISTORY						
SUN	MON	TUES	WED	THURS	FRI	SAT
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1924
Sales for Dictionary
Pick Up After
Webster Agrees to
Alphabetize Book

1899
Figurine Lawsuit
Thrown Out of Court
by Judge Lawrence
Statuette

1899
Ted Figurine Sues
Harvey Figurine, Says
Figurine Idea Was His

26



TALES FROM THE DUCK SIDE DEPARTMENT:
Of Human Bandage.....

26

NET-WORKS OF FICTION DEPARTMENT:
Novelizations of TV Shows
as Written by Famous Authors.....

27

THE SCHMUCKS STOP HERE DEPARTMENT:
Melvin & Jenkins' Guide to Politics.....

30

THE GORE OF THE CROWD DEPARTMENT:
Early One Morning in Midtown Manhattan.....

32

BERG'S-EYE VIEW DEPARTMENT:
The Lighter Side of.....

33

THE TICKLE FINGER OF FATE DEPARTMENT:
A Peek Inside the Dumpster
Behind the Proctology Clinic.....

35

PLOYS 'R' US DEPARTMENT:
Upcoming TV Guide Multi-Covers.....

37

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at Photography.....

40

THROW ANOTHER CATALOG ON THE FIRE DEPARTMENT:
Sports Suction.....

43

GRIEVING LAS VEGAS DEPARTMENT:
MAD's Celebrity Cause-of-Death
Betting Odds.....

48

MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas".....
by Sergio Aragones

Various Places
Around the Magazine

"The problem with our
economy is that our
budget is balanced by
people who aren't!"



FRONT COVER ARTIST: JAMES BENNETT
FRONT COVER WRITER: DUCK EDWING

BACK COVER WRITER: JEFF KRUSE
BACK COVER PHOTO: AP / WIDE WORLD PHOTO

DEPARTMENT
LETTERS • AND • TOMATOES



WHAT SORT OF PERSON READS MAD?

I got a glimpse of your magazine and picked up a copy. I read through most of it and you have some pretty funny stuff. I am a 20-year-old female. I was wondering if your magazine is for men, women or children and what age group?

Martha Rieck, San Antonio, TX

Marty — The information you seek in magazine industry terms is called *demographics*. Coincidentally, an articulate, 20-year-old female is exactly the readership we're hoping to attract! Unfortunately, the readership we do attract is a 30-year-old male who lives alone with a cat, calls his mommy three times a day and who dreams of someday having an operation and going to the "other side." He's college educated with little or no high school and has a strong passion about the arts, particularly glass blowing, and he eats lots of Kraft Macaroni and Cheese. Hope this answers your question! —Ed.

MAD CELEBRITY SNAPS

Cliff Bernay of Studio City, CA scores a big three-year subscription with this exceptional celebrity snap of 10-10-321 shill John Lithgow! Great work, Cliff!



THE ANSWER MAD

Here we go with another installment of our much-loved feature of answering letters sent to other magazines. This month is a little jewel from Rolling Stone's March 30, 2000 issue.

Why do you insist on publishing photos of little girls in bikinis (Mariah Carey) or naked (Christina Ricci [RS 827])? I think you should be showing better judgement than to place them alongside suggestive pictures of these same girls as women. Why give some sicko a picture to hang on his wall?

K.R.
Oak Ridge, NJ

K.R. — Why? We'll tell you why! Because sickos are a big part of the readership that they so desperately want to attract and deliver to their liquor, tobacco and condom advertisers! Their prime customers are 30-year-old men that live alone with a cat, call their mommies three times a day and enjoy looking

at pictures of a young and nubile Mariah Carey! Thanks for writing! —Ed.

HOW TO REACH US
Please Address Correspondence
To: MAD, Dept. 395, 1700
Broadway, New York, New York
10019. MAD welcomes reader
submissions. Manuscripts will not
be returned or acknowledged,
however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

Make A Dumb Wish Foundation™

Here's my dumb wish: My pet tarantula Melvin just died. For the short two years we had together, I promised him I'd make him famous someday. So if you could print Melvin's name in your magazine, it would make mine and Melvin's dumb wish come true.

Kelly, Lafayette, CO

Kell — Although we never had the pleasure of meeting Melvin personally, friends and relatives have told us he was a happy spider who spent his days catching and devouring flies, gnats and roaches, scaring little children and occasionally watching *The View* (he just loved that Meredith Viera)! Our only hope is that in death he didn't suffer much and that the sole of the shoe came down swiftly and with full weight, crushing him beyond recognition before he knew what hit him. Melvin, he shall be missed! —Ed.

THE SAW-MAD REDEMPTION

I want to thank you, for MAD saved me during a shakedown. The officer I had was a real shaker, but once she saw my collection of MAD, she changed. We talked a bit and she soon forgot about shaking me down and left with a smile on her face. So for now my goods (contraband) are safe.

Kimberly Pattie
Broward Correctional Institution
South Florida, FL

Kimmy — Good luck in finishing up the Spy Vs. Spy shiv! Also, please give our best to Warden John Anderson! —Ed.
P.S. We wouldn't mention any of this letter at your parole hearing if we were you!



FAX MAD AT
(212) 506-4848!

MAD #396
ON SALE JULY 25!
MAD XL #3
ON SALE JULY 25!

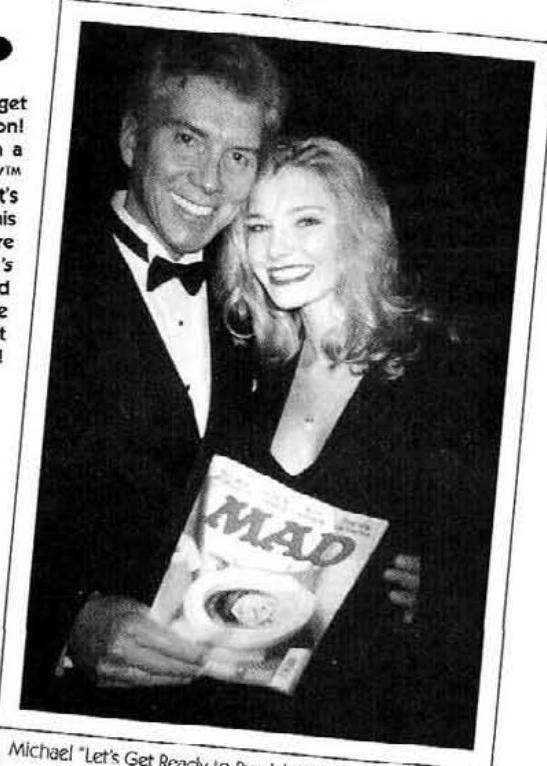
ATTENTION SUBSCRIBERS
For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

THE ED'S NIFTY FIFTY™

Joe Weisfeld of Fair Lawn, NJ, you get more than a three-year subscription! You've hit the jackpot by sending in a celebrity snap from the *Ed's Nifty Fifty™* of boxing announcer Michael "Let's Get Ready to Rumble" Buffer and his lovely wife Alina. Congrats! There are still 45 names remaining from the *Ed's Nifty Fifty™* list (MAD's most wanted Celebrity Snaps)! For a complete run-down of the *Nifty Fifty™* visit our website at www.madmag.com!

Here's a chance to appear in MAD for upcoming editions of MAD XL! Send us your list of up to three of your favorite MAD articles of all times and why you think they're the best (or worst)! Include the name of the article, the artist and/or writer, and the issue number you saw it in! Also include your daytime phone number! Send your picks to:

MAD FAVES, ATTN: Amy
MAD Magazine
1700 Broadway
New York, NY 10019



Michael "Let's Get Ready to Rumble" Buffer and wife Alina

TO SLUR WITH LOVE

I have wondered about a question for a while. How do you make fun and insult every person on earth and not get sued? Do you have to ask permission from the people you insult, or something else? Thanks for your consideration and please reply, I can't get this question out of my head.

T. Bachman
Great Barrington, MA

Ice T! — What an excellent, probing question! The law requires that we receive notarized written permission from any of our readers before we call them a ninrod, schmuck or knuckle-head. So what do you say, a-hole, can we make fun of you? Please get back to us with your permission, jerk. Have a nice day and thanks for writing, moron! —Ed.

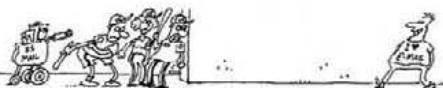


A TEACHER MISCALCULATES

I teach middle school math. My students are not impressed with my ability to solve Rubik's Cube nor my juggling skills. Maybe they'd show more respect if you printed my letter. How about it?

Ibm Cutrofello
Woodside, NY

Pythagoras Boy — Let's get this straight. You're trying to impress your students by solving a Rubik's Cube (a 20-year-old puzzle that not even Rubik's mother cares about anymore) and by juggling (what did you go to, clown college)? What planet are you from? It's our sincere hope that this letter sinks whatever small remaining chance you had at tenure! Best to your students! —Ed.



MAD
MAD
VISIT THE MAD WEB SITE!
<http://www.madmag.com>

MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:

Charlie Kadau & Joe Raiola
senior editors

David Shayne associate editor

Amy Vozelos assistant editor

Dick DeBartolo creative consultant

Annie Gaines managing editor

Dorothy Crouch vp licensed publishing and associate publisher

Art Department:

Sam Viviano art director

Nadina Simon associate art director

Leonard Brenner graphics consultant

Thomas Nozowski production

Marla Wyche production artist

Circulation:

Tracy Bowen manager-newsstand sales

Administration:

Patrick Caldon vp-finance & operations

Alison Gill exec. director - manufacturing

Lillian Laserson vp & general counsel

Contributing Artists

And Writers

the usual gang of idiots

MAD (ISSN 0094-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Publication in U.S.A.: 19 issues \$8.00 or 94 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 19 issues \$30.00 or 94 issues \$57.00 or 36 issues \$70.00. (Canadian price has GST tax included.) Binding content © Copyright 2000 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about back copies. POSTMASTER: Please send address changes to MAD, P.O. Box 52345, Boulder, CO 80322-2345. The publisher and editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a self-addressed, self-stamped return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Limited in U.S.A.

In her first hit movie, *Pretty Woman*, Julia Roberts played a whore. In her latest film, she works for a lawyer - proving that some things never change! Here's...

I'm Errant Bra-on-Bitch, an unemployed mother of three, and I'm having one @&%#ing kind of a bad *&@#ing day! I just got turned down for a &^%\$#ing job as a &^%\$ing Sunday School Teacher! Too bad, because I would have been so &^%#ing good at writing *&^%#ing sermons! I've been married twice, but both times my @#\$%ing husband ran out on me! Why would any normal, breathing male run out on me with my soft, supple breasts and long, delicious legs? Good &#\$%ing question! Hey, if you're looking for #\$%!#ing logic in this movie, bail out now!

I'm Dead Mercy, attorney at law! I'm not your normal scumbag attorney, because from time to time I actually care about my clients! That's right — I'm a lawyer with a heart! In other words, I'm the **comedy relief** in this movie!

I'm Gorgeous, the love interest! As you can see by my tattoos, chains, beard, long hair and obsession with motorcycles, I'm one tough dude! I can't wait to put the make on my new neighbor, Errant! She's one tough babe, but once I win her over, I can start cooking, cleaning, washing and becoming a housemaid to her and her three kids! That may sound a little prissy to you, but not to the rest of my motorcycle gang — Hell's Wussies!



We're Errant's older kids! My sister and I always get straight A's in school! It's not that we want to make mom proud of us, it's just that we want to have perfect marks so we never have to suffer the embarrassment of mom having to show up in school dressed the way she does!

*&^%\$!

Wow! Our baby sister just said her first word!

I'm one of the residents of Hickey, the place with the toxic water! Sure, it's killing everyone in town, but it does have its up side! I used just one cup of Hickey water with this instant cake mix, and look! It baked itself in 10 minutes, without using an oven! You can brew coffee without a coffee maker, too! It boils itself right in the cup!

Errant Bra-on-Bitch

You &^%\$ing scumbag lawyer! You said you'd win big from the %\$#ing guy who crashed into my car and you lost

I didn't lose the case! You did, with your foul language in the courtroom!

Really? The judge liked it when I said all lawyers were blood-sucking #&%ing maggots!

True, but you blew it when you added: "And one step below those bloodsucking #&%ing maggot lawyers are the bloodsucking #&%ing jury members who believe their bull%\$#!"

Hey, cut out the #&%ing noise! A&@hole, do you hear me????

Sorry! I'm revving up my bike to drown out the swearing from the lady who lives next door!

I'M the #&%ing lady who lives next door! You got a #&^%ing problem with that?

Actually, yes! I've only lived here a week, and already you've scared away all my biker friends with your filthy mouth!



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Well I'm *&^%ing sorry about that. But my luck is at an all time low! I lost my &^%ing "sure bet" lawsuit, and now my &%\$ing baby sitter is moving away! But I know she's using that as a #&%ing excuse not to watch my kids anymore!

Moving is a valid reason to give up baby sitting! Where is she moving to?

She's moving to the apartment next door!

You're lucky she doesn't want to baby sit your kids anymore! Next door is a terrible neighborhood!

What's your phone number?

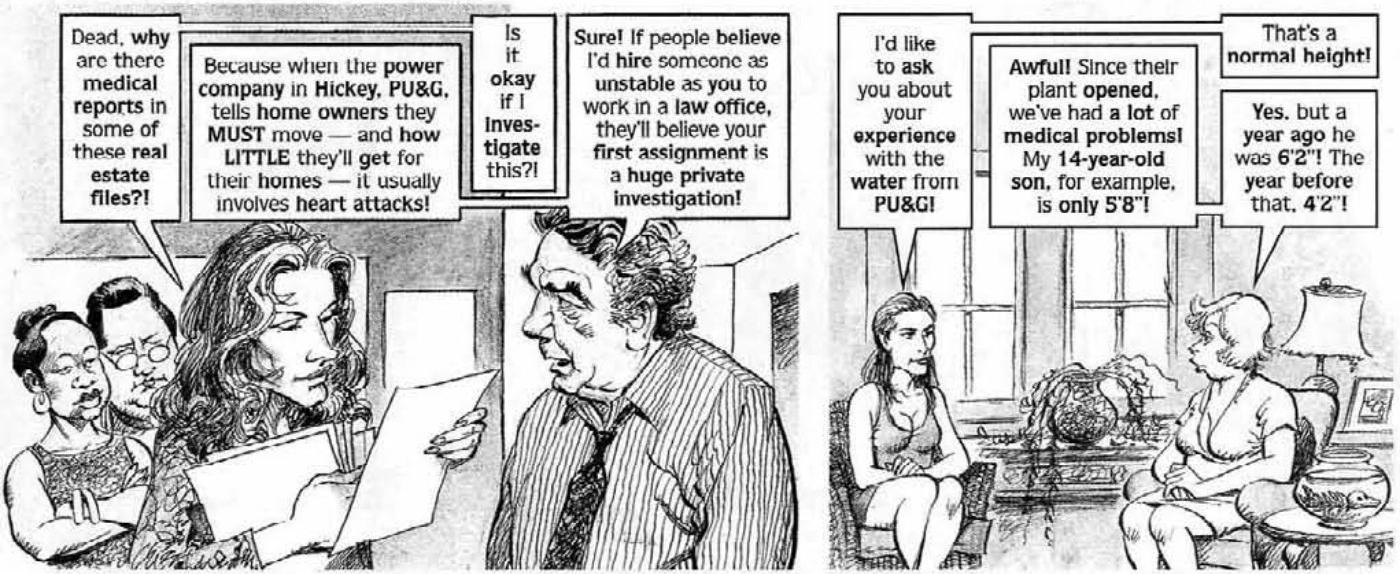
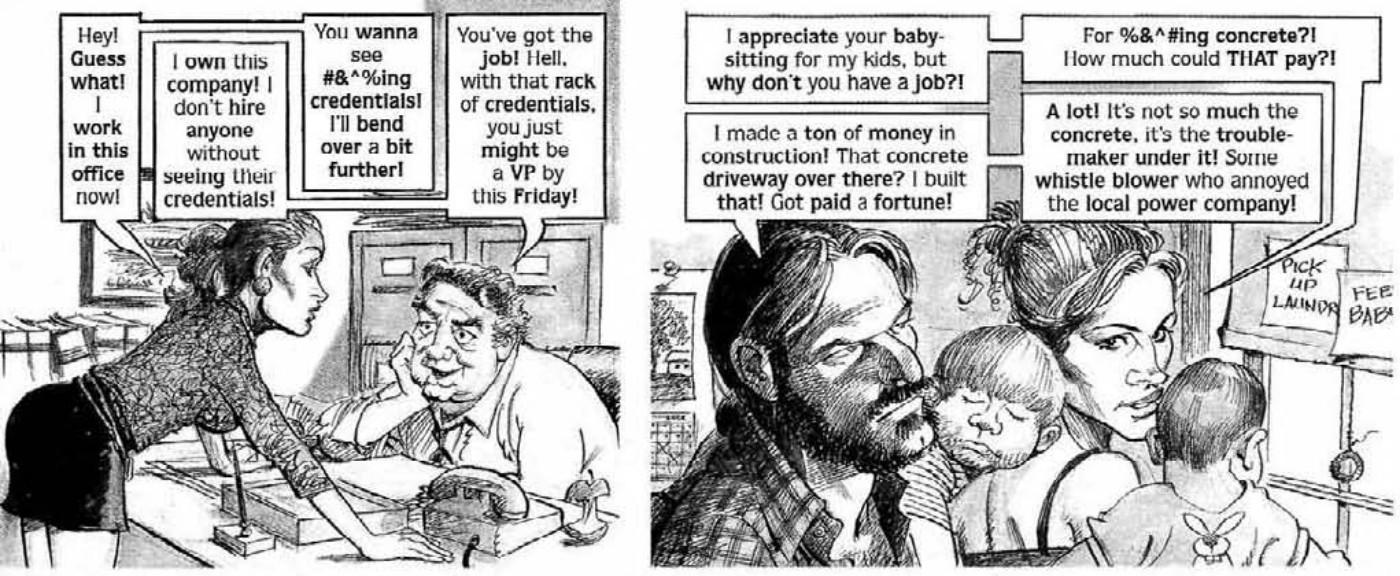
You want a *&^%ing number!! How about ten! It's the *&%ing number of months my baby is! *&#%ing six and *&&^%ing eight are the *&%ing ages of my other kids! Add in two *&%ed-up divorces and what do you #%\$ing have?

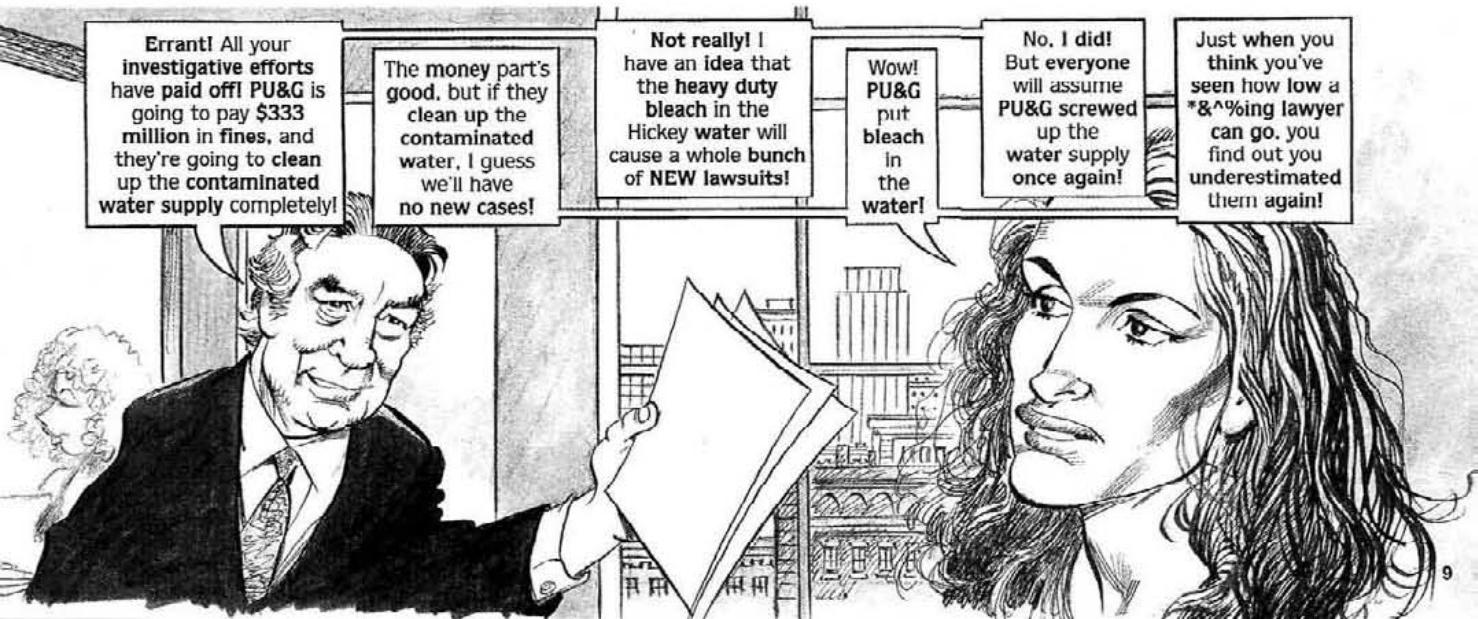
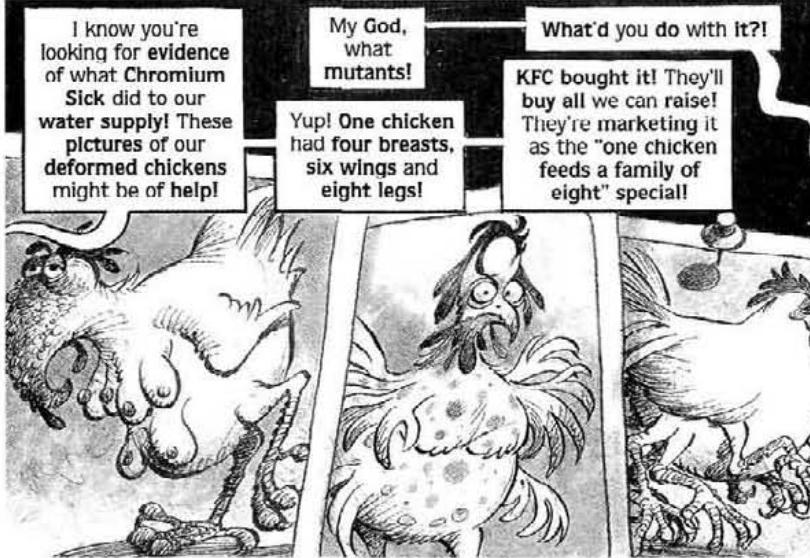
You have too many swear words for just three sentences! With your mouth you should work down on the docks!

I #@&^%ing tried! They told me to come back when I cleaned up my (*&^%ing language!

Hey, I know where you'd fit in! You could write scripts for South Park!









FOR EVERY FLING THERE IS A SEASON DEPT.

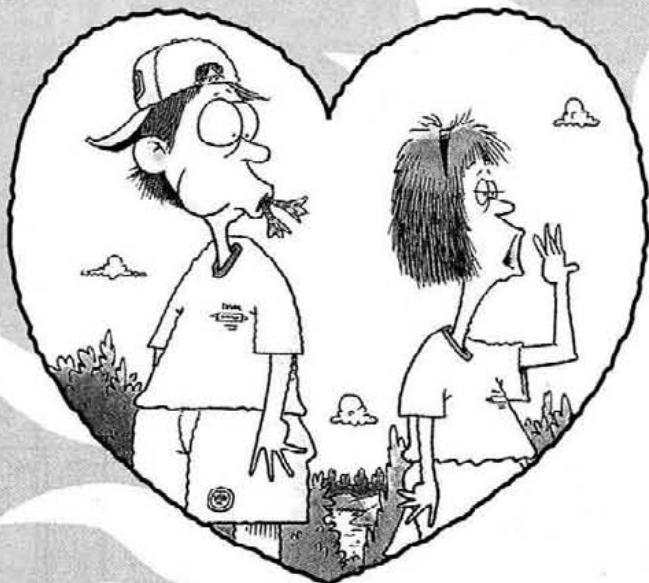


Quiet evenings skipping rocks on the lake are now frequently marred by a few with "your name" on them.

Two truths about a summer camp romance:

- 1) There's nothing in the world more passionate; and
- 2) Unrefrigerated chicken has a longer shelf life!

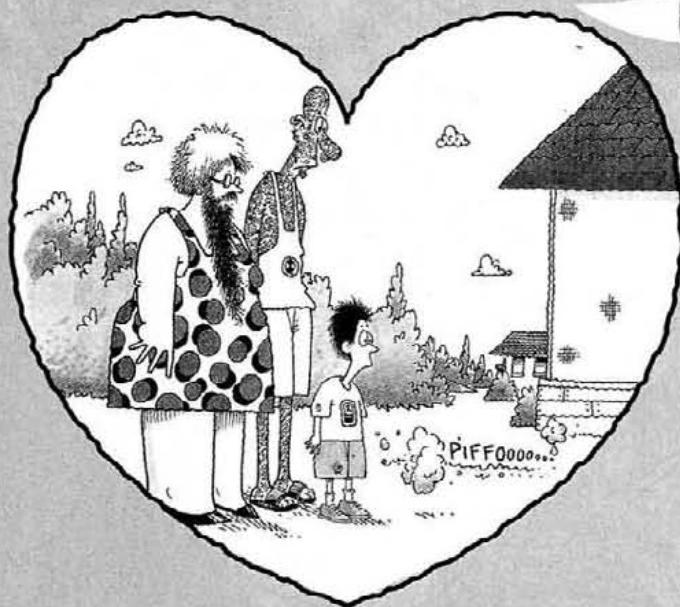
So before you get too attached to that hot little number you meet at camp, just be aware that it's only a matter of time before your "true love forever" fling comes to its heart-wrenching conclusion! Don't believe us? Then you definitely need to read...



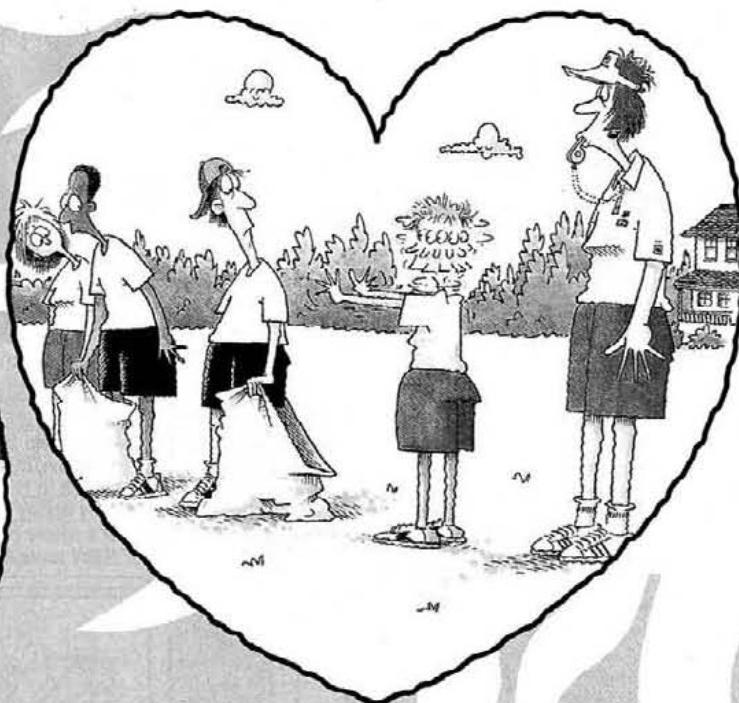
Your swallowing a toad whole no longer has the same giddy effect on her as it once did.



She stopped returning your moose calls.



Same as last year, the Parents' Day revelation that your folks are circus people sends this year's babe packing.



She backs out of the three-legged race at the last minute because she says she's not ready for that much of a commitment.

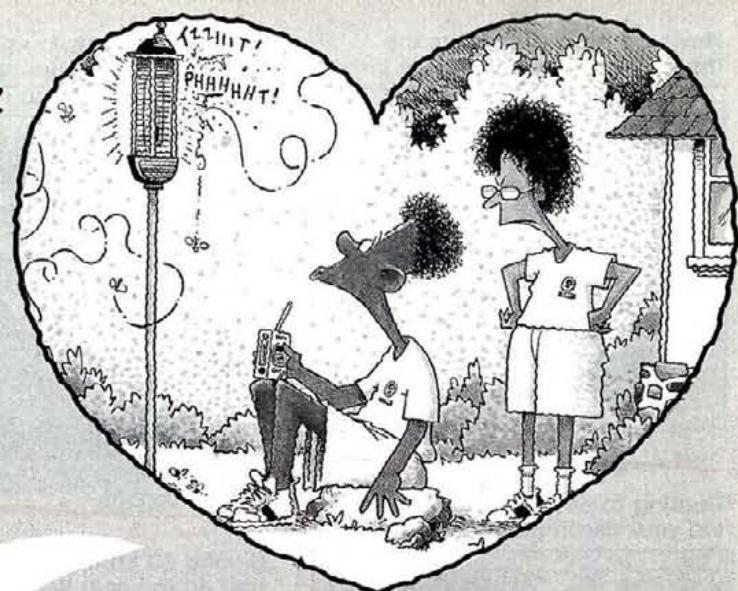


Your Summer Camp Romance Is Doomed

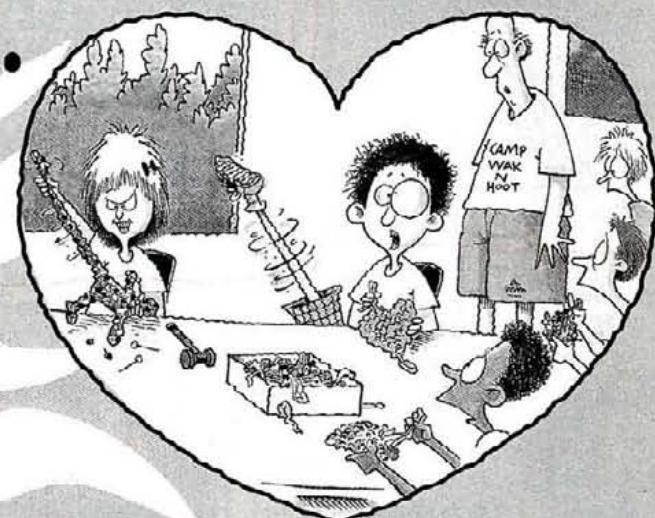
If...



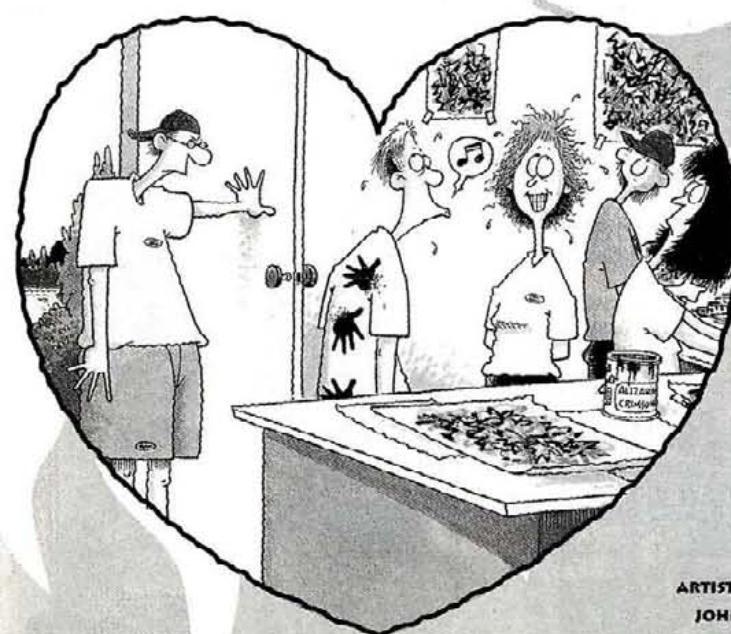
Every day she tries to pass off another hickey as Lyme disease.



He no longer takes you on long walks in the moonlight, preferring instead to crack open a cold box of juice and spend the evening watching the bug zapper.

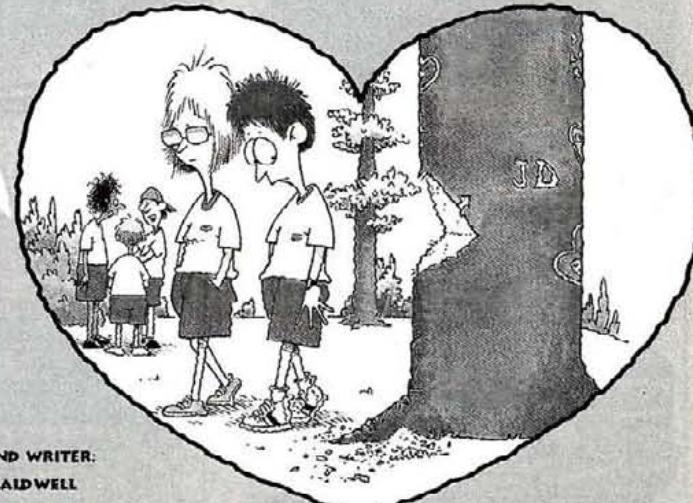


Lately, she's been spending the bulk of Arts and Crafts time perfecting the voodoo potholder.



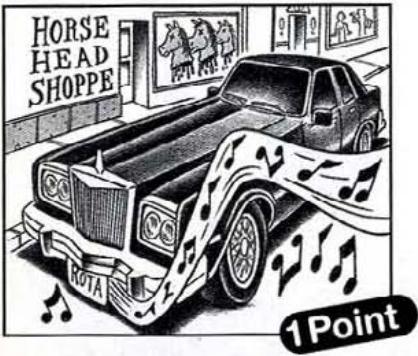
You bust your way into Finger Painting Workshop and catch her "red handed."

ARTIST AND WRITER:
JOHN CAIDWELL

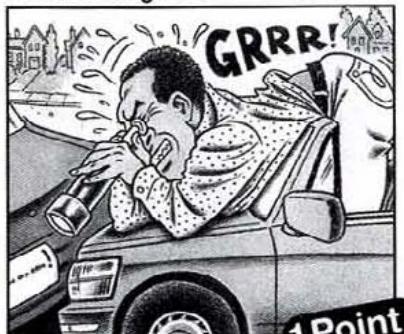


Evidence of her once strong feelings for you begin systematically disappearing.

Having a horn that plays the theme from *The Godfather*...



Having a bumper sticker with type so small that people need to tailgate to read it...



Teasing a hitchhiker by slowing down, stopping, then taking off...



Needing to set off the alarm to find your car in parking lots...



Having 50 stuffed animals sitting on the rear window shelf...



Swerving toward a beer can in the road, to see if you can flatten it...



Flags draped across the hood of your car: Puerto Rico, Italy, Ireland...
1 Point. Confederate flag...



Driving around with a stuffed doll tied to your front grille...



Sitting at a stop light with the windows down and 'N Sync playing...



Taking speed bumps at full speed with passengers drinking coffee...



Driving while applying makeup...



2 Points

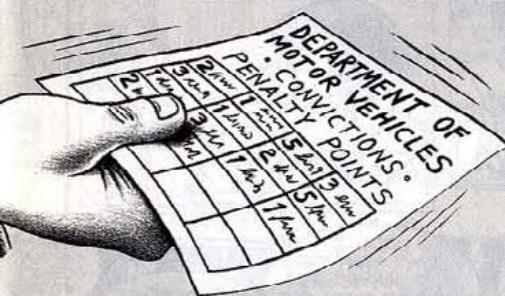
When having someone follow you who doesn't know where they're going, and you don't signal and race through yellow lights...



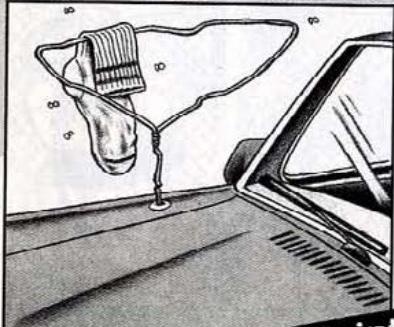
2 Points

DRIVER'S LICENCE PENALTY POINTS

We'd Like to See



Using a coat hanger for an antenna...



1 Point

Leaving empty cups in the cup holders of a borrowed car...



1 Point

Vanity plates that start with "ILUV—..."



4 Points

Holding together any part of your car with duct tape...



2 Points

Tying a mattress to the roof with a clothes line and then holding it down with your left hand...



5 Points

Racing stripes on your 2-cylinder foreign sub-compact...



2 Points

Letting passengers stick their heads out of your sunroof and yell like a friggin' idiot...



1 Point

Leaving "wash me" written in the dirt on your car for more than a week...



2 Points



ANGSTER'S PARADISE DEPT.

MONROE

and...



BILL WRAY



THE DOGGY

From Ol' Yeller to Cujo, nothing brings more joy to a boy's heart than the family dog! Just make sure you put down enough paper!



LOOK, I BEEN AT IT TEN MINUTES! LET SOMEONE ELSE BLOW THE DAMN CANDLES OUT! I THINK I BLEW A TONGUE VESSEL!

THEN IT'S TIME FOR GIFTS! HERE, DADDY, OPEN MINE!

WHAT IS IT? IT'S THAT NEW CATHETER YOU'VE BEEN HINTING ABOUT!

AWWW, YOU REMEMBERED! SAY, THAT'S SMOOTH!

JUST THE WAY YOU LIKE IT!

AW YEAH? WELL, HE AIN'T MOVIN' TOO GOOD!

CRAP! I KNEW I SHOULD'A POKED HOLES IN THE DAMN BOX!

WAIT... THERE HE GOES!

(WHEW!) ANYWAY, THE LADY AT THE PET MOBILE SAID YOU CAN'T CATCH MANGE FROM HIM, SO YOU CAN SLEEP WITH HIM IF YOU WANNA!

POKE & & POKE

YOUNG MAN, AS SOON AS YOU CLEAN THIS UP, I WANT YOU TO TAKE THIS DOG FOR A WALK!

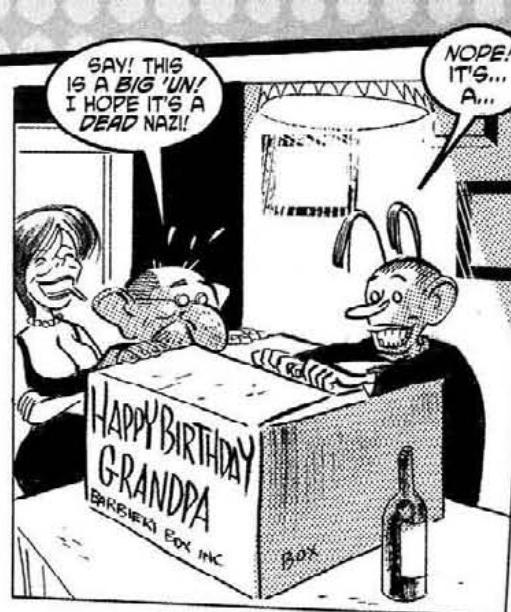
ISN'T IT A LITTLE LATE FOR THAT? BEIDES, IT'S HIS DOG!

DON'T GIVE ME LIP! YOUR GRANDFATHER IS FAR TOO FEEBLE TO WALK A DOG!

THAT THING WOULD RIP HIS ARM RIGHT OUT OF THE SHOULDER SOCKET!

THIS IS SO WEAK!

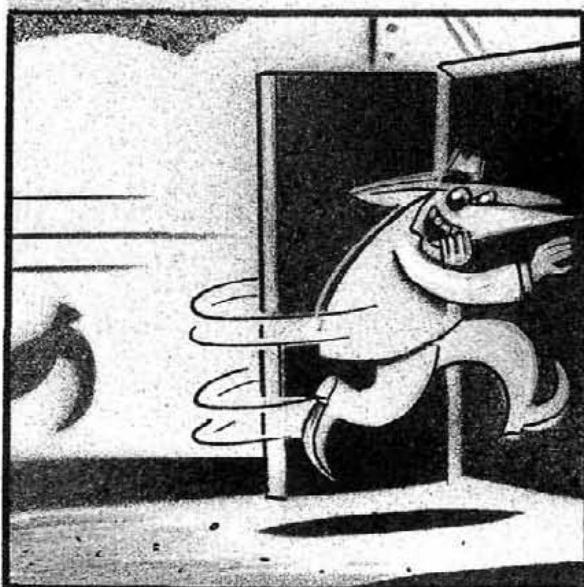
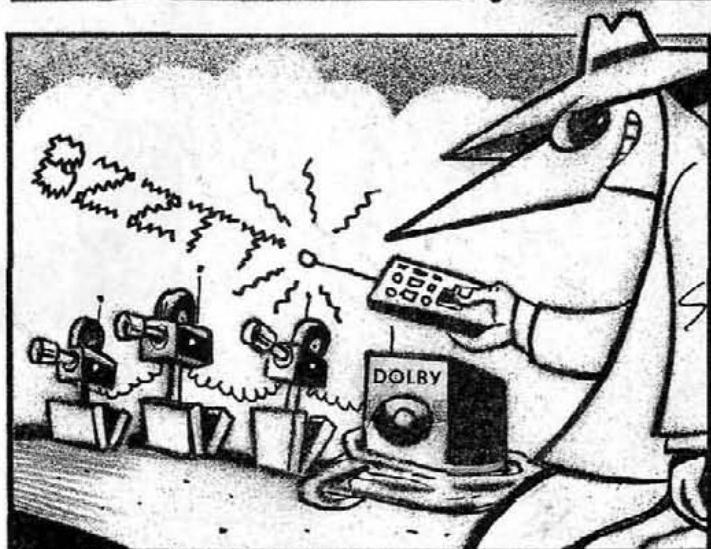
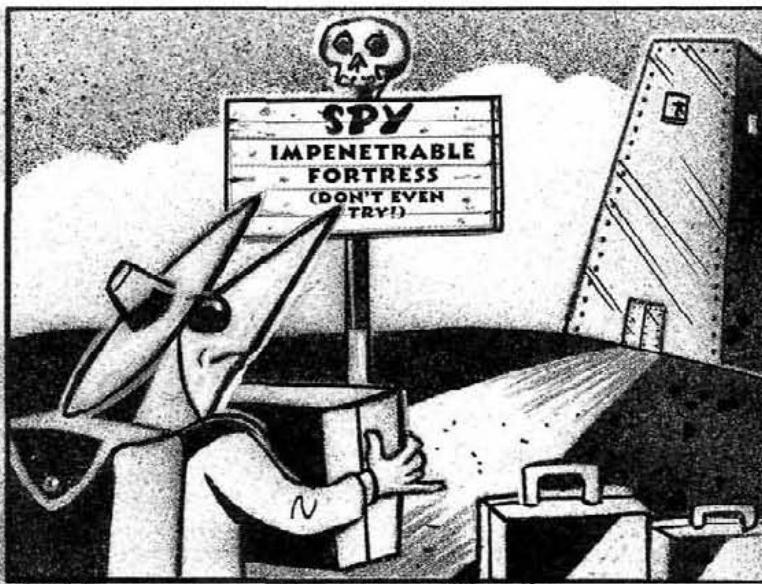




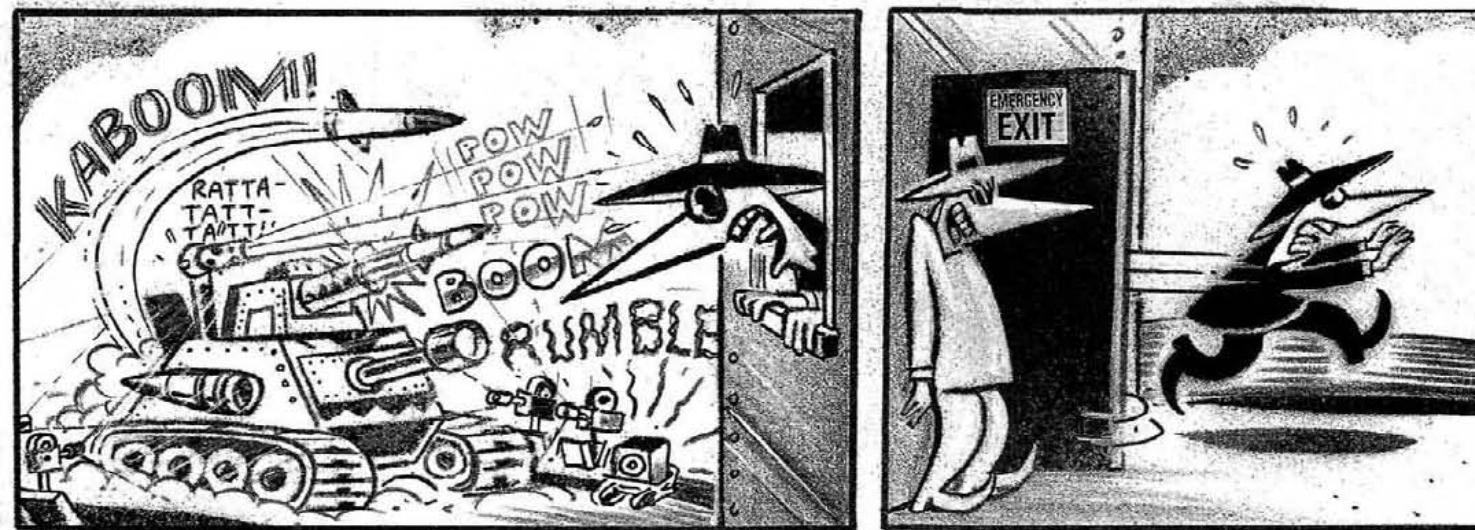
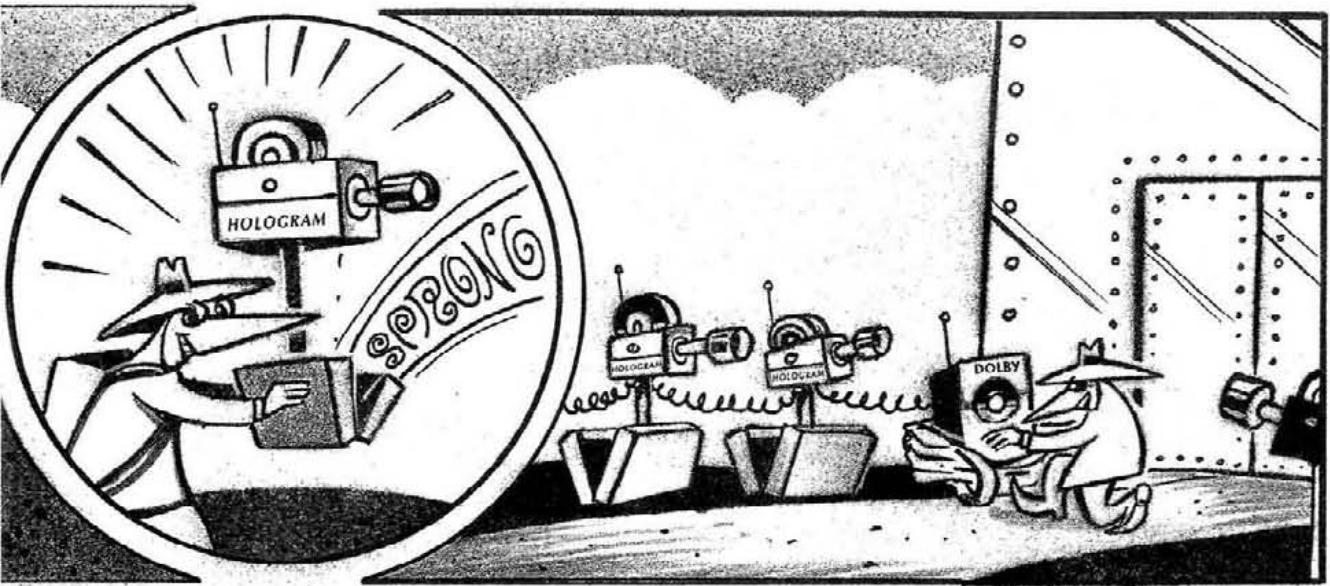


JOKE AND DAGGER DEPT.

SPY VS SPY

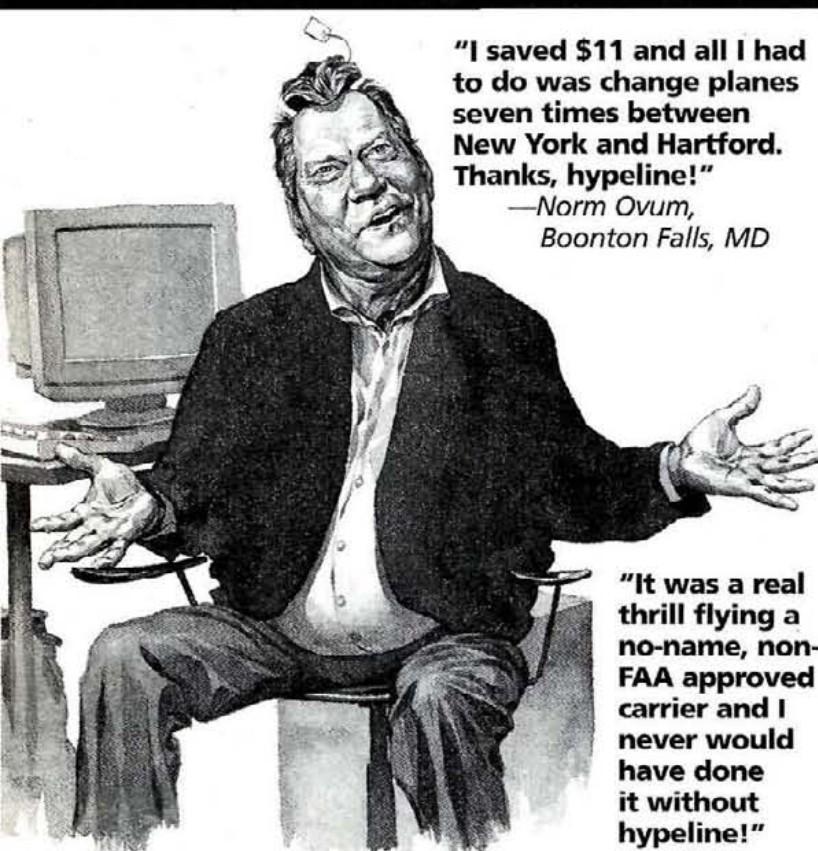


ARTIST: PETER KUPER



Name Your Own Price For Airline Tickets With hypeline.con And Save BIG...

Assuming We Can Find An Airline Desperate Enough To Accept Your Lowball Offer, You Cheap Bastard!



"I saved \$11 and all I had to do was change planes seven times between New York and Hartford. Thanks, hypeline!"

—Norm Ovum,
Boonton Falls, MD

"It was a real thrill flying a no-name, non-FAA approved carrier and I never would have done it without hypeline!"

— Celeste Crampy,
Decay, IN

"Okay, okay, I'll use hypeline. Anything to get that idiot Shatner to stop singing on those lame TV commercials!"

— Moira Gonzalez,
Scaramendo, CA

"When it comes to wasting time, I told you hypeline was gonna be big, REALLY BIG!"

NOW YOU CAN NAME YOUR OWN PRICE FOR GROCERIES!

It's great, especially if you're the kind of person who doesn't mind spending six hours online to save three cents on a 64-ounce jar of generic salsa (that may not be in stock once you get to the store)!

PRODUCT	SAVINGS	PRODUCT	SAVINGS
Gulden's Mustard (38 lb family size only)	14¢	NEW! Mr. Clean Lemon-Ammonia Vinaigrette Salad Dressing	2¢
Oy Gevalt™ Brand Kosher Tongue (Grade B)	16¢	Lays Unsalted Crushed Potato Chips (8 oz bag)	4¢
Swanson's Frozen Swiss Chard (after manufacturer's rebate)	6¢	Pepto-Bismol Ice Cream Sandwiches (4 pack)	5¢
I Can't Believe It's Not Lard™ Luncheon Spread	1¢	Maalox Onion Flavored Antacid Liqui-Gels	2¢

ARTIST: HERMANN MEJIA

WRITERS: JOE RAIOLA AND DAVID SHAYNE

IT'S EASY! Now you can save time and money by naming your own price for airline tickets! Just follow these 6 convenient steps:

- 1) Try logging on to hypeline.con through AOL without getting a busy signal. Keep trying every 90 seconds for the next three hours.*
- 2) Finally get through only to discover that your 56kbps modem isn't fast enough to handle our graphics-intensive, slow-loading home page.
- 3) Rewire your entire house with an ultra-fast, ultra-expensive T-1 line.
- 4) Try logging on to hypeline.con through AOL without getting a busy signal again. Keep trying every 90 seconds for the next four hours.
- 5) Finally log on and spend two hours trying to figure out our patented EZ-Use® Interface.
- 6) Start saving BIG on airline tickets, choosing from such quality carriers as TWA (Tim Watson's Airline), Err Canada, USair, Incontinental, Chechnya Air, The Black Box Shuttle and Ocean Floor Express.

*Sorry, but if you don't have a computer you'll have to buy your tickets the old-fashioned, inconvenient way by spending a few minutes on the phone with an airline and having the tickets mailed to you.

waldbums



The Fool Emporium



BLAND UNION

TRAVESTINOS

Coming Soon! Christline.con –
name your own price for personal salvation!



THROW ANOTHER DIALOGUE ON THE FIRE DEPT.

With its scintillating dialogue, fast-paced stories and likable characters, *Sports Night* has become a critical favorite! Too bad no one else is watching! How bad has it gotten? Let's put it this way: ABC keeps running *Drew Carey* reruns in its time slot...and they're doing better in the ratings! Put another way, by the time you read this, it may already be too late for...

A MAD PEEK BEHIND THE SCENES ON THE SET OF **Sports Night**

I'm Dan Rydell and sitting next to me is Casey McCall! Coming up. Charles Barkley "barks," Tim Duncan "dunks" and Steve Young isn't "young" anymore!

Plus, the Raptors get "rapped," the Clippers get "clipped," the Heat are "hot," the Rockets "rock it," the Warriors go to "war," the Pacers are "outpaced," the Titans are a "titanic" flop, the Astros have an "astronomical" day and the Dodgers "dodge" a bullet! It's all next...on *Sports Night*!

I can't believe the critics praise *Sports Night* for all its clever dialogue!

I know! I haven't heard wordplay like that since my four-year-old told me his first knock-knock joke!

How'd they pick the guys to play Dan and Casey?!

They called the people at the LL Bean catalog and asked which models were rejected for being "a little too preppy"!

They say that *Sports Night* is part sitcom, part drama! What does that mean?!

It means it's a comedy show without any jokes!

Don't you think all this stilted dialogue makes this show feel unrealistic?!

You play a nerdy, four-eyed geek who managed to land a hottie like me AND a porn star, and you say the most unbelievable thing is the DIALOGUE?!

Excuse me. Mr. Macy. I was just wondering how an Academy Award-nominated star like you got roped into appearing on this show?!

My real life wife got me the job – she plays Dana! Given how *Sports Night* is tanking in the ratings, I figured we owed it to our kids to milk every last dime out of this disaster before it's cancelled for good!

Okay, let's rehearse the scene one more time!

Isaac, I'm having a crisis of confidence!

Dana, let me tell you a little story about a young ball player named Jackie Robinson! He had a crisis of confidence as the first black player to break the color barrier of Major League Baseball! But you know, he did the best he could, and in the end, the world was a better place for it! Now go out and have a great show!

Man, you gotta love the character of Dana – a hard-hitting sports broadcaster who's not afraid to show a more feminine side! We've never seen anyone on TV like HER!

Not since Marv Albert, anyway!

YESH!

So let me see if I got this straight — *Sports Night* is a show on ABC that's a behind-the-scenes look at a show called *Sports Night*...

...which is on a fake network called CSC...

And *Sports Night* — the fake show on CSC, that is, not the real show on ABC — is loosely based on *SportsCenter*, which is on ESPN...

Correct again.

And the real ESPN, which is the fake CSC is based on, is owned by ABC, the real network that airs the real show *Sports Night*...

Now you've got it!

I haven't heard a sports conversation that confusing since "Who's on First?"

Whoa!
This scene
is quite a
departure
for *Sports
Night*!

What are you talking about?! They have the "Big Inspirational Speech From Isaac" at the eight minute mark of EVERY show!

I know.
But in this
episode it's
at the
NINE minute
mark!



THE 13 LEVELS OF FADING CELEBRITY HELL

In *The Divine Comedy*, Dante suggested that there are nine levels of Hell, and where we wind up when we die is based on how awful we act when we're alive. But for some reason, Dante ignored the fact that for a certain class of people — namely B-List celebrities — the journey through Hell actually begins while they're still living. Don't believe us? Just ask Jamie Farr, Sean Young or fictitious fading star, Lance Lancaster...

LEVEL 1 Panelist

Tonight, on
Politically Incorrect...
Lance Lancaster!

LEVEL 2 Made-for-TV Movie Co-Star

*NOT WITHOUT MY
DAUGHTER YOU DON'T*
Starring
Suzanne Somers
Lance Lancaster

6/3 Sunday Night Movie!

LEVEL 4 Drug Arrest

BUSTED!

Lance
Lancaster
Arrested
For Pot
Possession!
Shocking
Photos!
page 6

LEVEL 3 UPN Guest Appearance

Will
he
be
down
with
the
drug
crowd?

Special Guest Appearance
By Lance Lancaster

LEVEL 5 Long Distance Shill

So 'nion, save a buck or two
by dialing 10-10-X-Y-Z!

**Global
Gossip**

CHECK IT OUT!

Lance Lancaster
Out of Rehab —
Caught With
Hooker!

LEVEL 6 Sex Scandal

**Global
Gossip**

CHECK IT OUT!

Lance Lancaster
Out of Rehab —
Caught With
Hooker!

6/17 8P
6/18 9P
6/19 10P
Carrie
Corduroy
recalls early days
This music had people
who were not considered posh.
Ann Douglas (4/25/98) 1:
6/3 Next: *Geno's Generation* (CC) 1:
Wendy (W) Whistle! on the 60th
Heath Academy, becomes involved in a discussion 1:30P
Jenny Jones (CC) 1:
6/27 Dr. Diagnosis: Muder (CC) 1:
Dr. Sloan (whoa last week)
gives "Gloria" clues. Gloria!
6/28 11P

LEVEL 7

Infomercial "Host"

I don't
think
so, Lance!

**Wow, Lisa! Is there
anything the Super
Chop-Chop Can't do?**

LEVEL 8

Tell-All Author

LEVEL 9

Indian Casino Greeter



I Took My Son to the Prom

and other reasons
and so scattered up

M.L. Bent
as told to
Lancaster
by Lancet

Thanks for tuning in to our coverage of the Wiener Bowl Parade! I'm Jenny McCarthy, and joining me on this chilly morning is Lance Lancaster!



LEVEL 11 Local Parade Color Commentator

Local Parade Columnist



LEVEL 13
Pedestrian

Pedestrian

Chop Guy! Come have your audiograph?

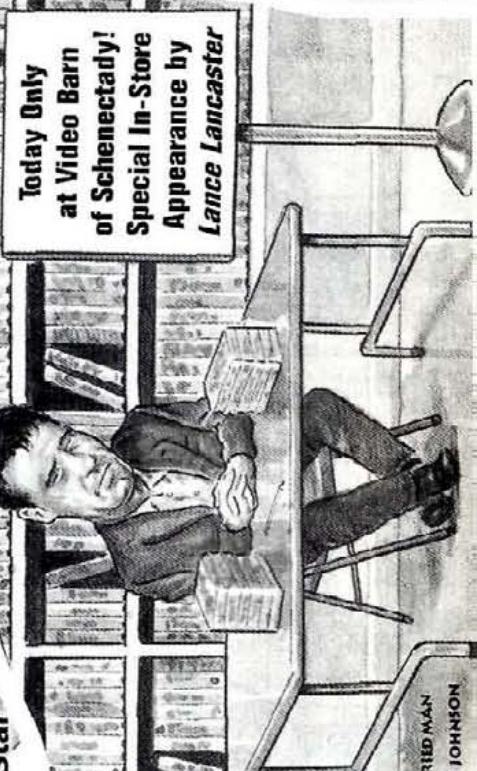


LEVEL 12
Strip Mall
Autograph Session

Autograph Sessions



Soft Porn Star



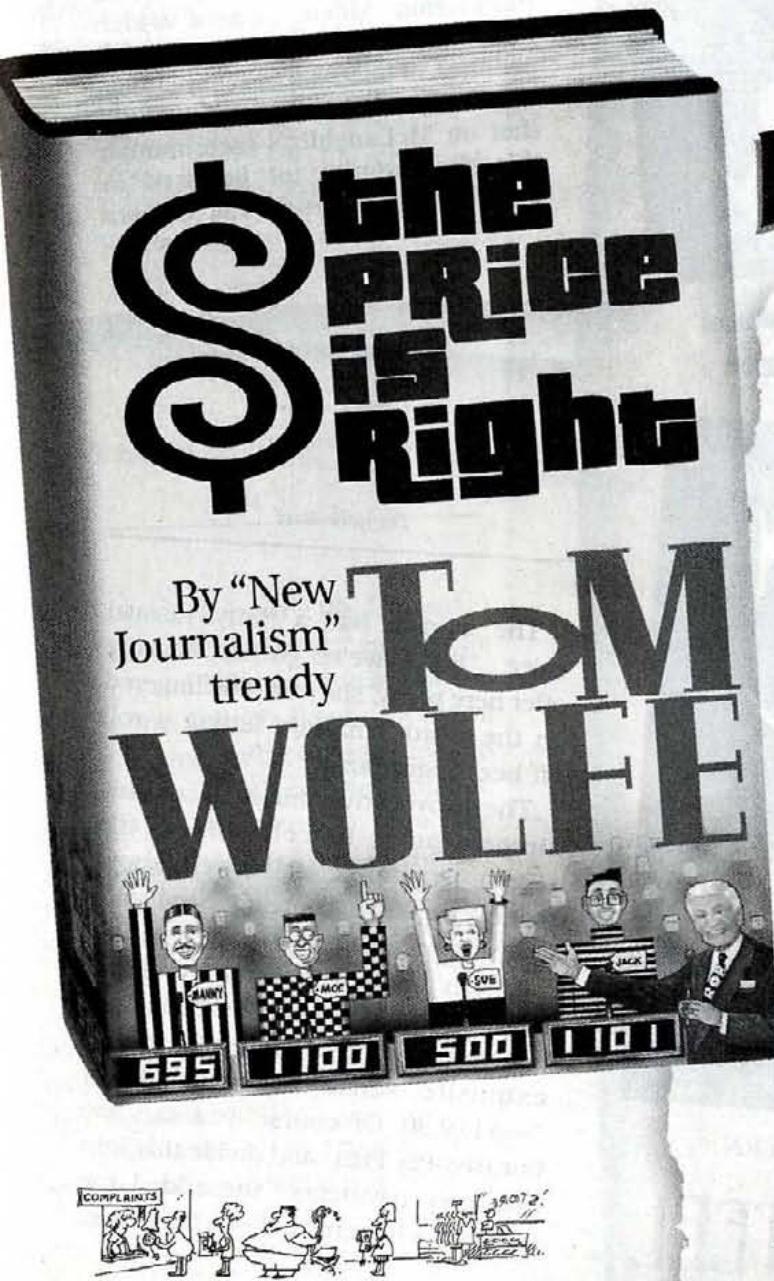
**TALES FROM
the DUCK SIDE** **OF HUMAN BANDAGE**





One of the stranger licensing offshoots of successful TV shows is the "novelization"—paperback book series of such shows as *Buffy*, *The X-Files*, *Dawson's Creek*, even *Sabrina, The Teenage Witch*. But how can TV shows that don't transfer as easily to the printed page sop up some of this cash bonanza gravy as well? Simple—just hire well-known authors who already have devoted followings to write them! Yep, next time you're in a Barnes and Noble super jumbo megastore, look for stack upon stack of...

Novelizations of TV Shows As Written By Famous Authors



The Price is Right

13

Let it be me LET it be me let it BE me let it be ME the woman is whispering this obsessive mantra in a futile attempt to deal with the appalling, exquisite anticipation—oh, Gosh, the anticipation!

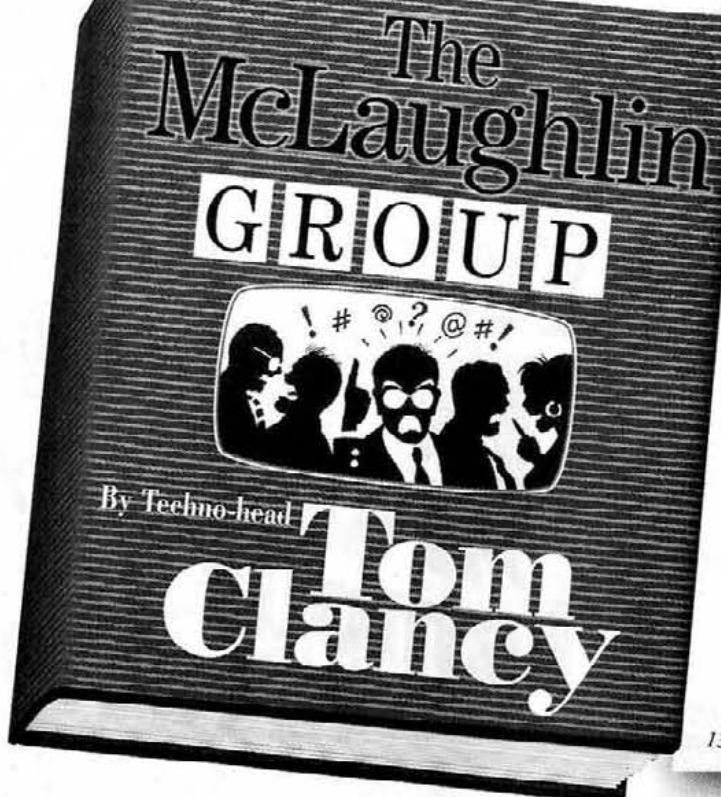
Would she be one of TPIR's ("Tipper's") chosen?

Her husband, sitting next to her trying to affect that casual My-wife-dragged-me-here-I-don't-really-care look. He's got one of those Everest climbing rope-throw combover hairdos, a T-shirt that says, "I had my dog neutered for you, Bob!" (No time to check the dictionary now, Hon...Tipper's on!), a pair of Lee Wrangler jeans, and a well-worn pair of Reebok cross trainers; everything about him screams "I'm from flyover country, yessiree! Nothin' put-on about me!"

The anticipation reaches a fever pitch as the selection is about to be made. Who will be the next to be chosen to enter the Promised Land of refrigerators, automobiles, and stemware? Only Rod Roddy, Moses draped in the flag of Las Vegas, has the answer.

Let it be me let it be me LET it be me let it BE me let it be ME!

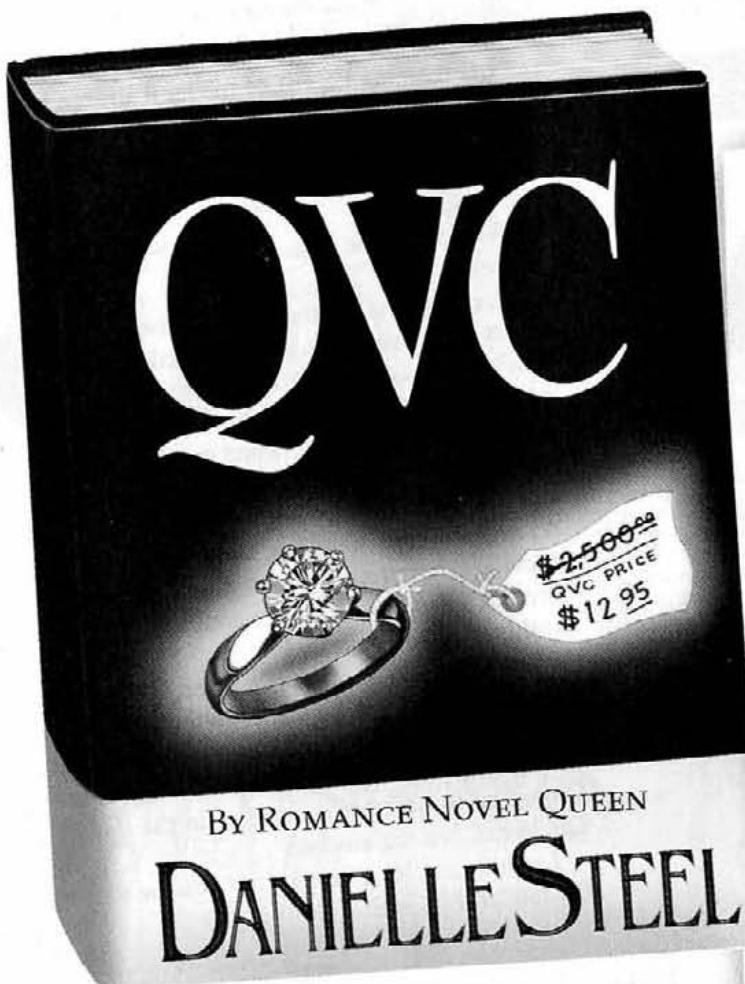
Tom Clancy



136

The Kino Flo focusing spotlights above the set used high-frequency ballasts that are flicker free and avoid the humming noise of standard ballasts, and are daylight balanced at 5500 K. They blazed down at 590 nanometers, nearly peak sensitivity of the eye, and highly efficient in terms of number of lumens per watt.

"Issue one! Is Gore a bore?" The Teleprompter was mounted on a Panavision video camera which itself was mounted onto a robotic pedestal. The lens was set at a focal length of 45 mm, for the medium shot on McLaughlin's face, though this shot would not be used in the final edit. Inside the camera



Danielle Steel

The woman had a flinty, sensual voice. "Folks, we've got an amazing offer here today," she said. She lingered on the word "amazing," letting it roll off her tongue lazily.

The provocative image of a cubic zirconia-laden bracelet filled the screen. A graphic let viewers know that over 4,000 had already been sold.

It was breath-taking.

"I can't believe we're only charging—" she paused just long enough—just long enough to heighten the exquisite sense of anticipation—" \$119.80. Of course, you can use our Easy-Pay Plan, and divide that into four easy payments." She added the last with a breathless lilt to her voice.

the videotape was being pulled by the capstan and pinch wheel, in its path over the various stationary and moving heads.

McLaughlin finished reading—abruptly—and said, “Will Gore’s reputation as a ‘stiff’ hurt his chances in the election, I ask you, Frank Barone!”

Barone adjusted his glasses, a pair of stylish DKNY tortoise shell frames with plastic no-line bifocal adaptor progressive lenses with UV protection and scratch resistant coating. “He’s done a lot to rehabilitate his image,” he said.

Carney shifted in his chair. His underwear, Hanes boxer briefs M/M 32-34 100% cotton, was riding up uncomfortably.

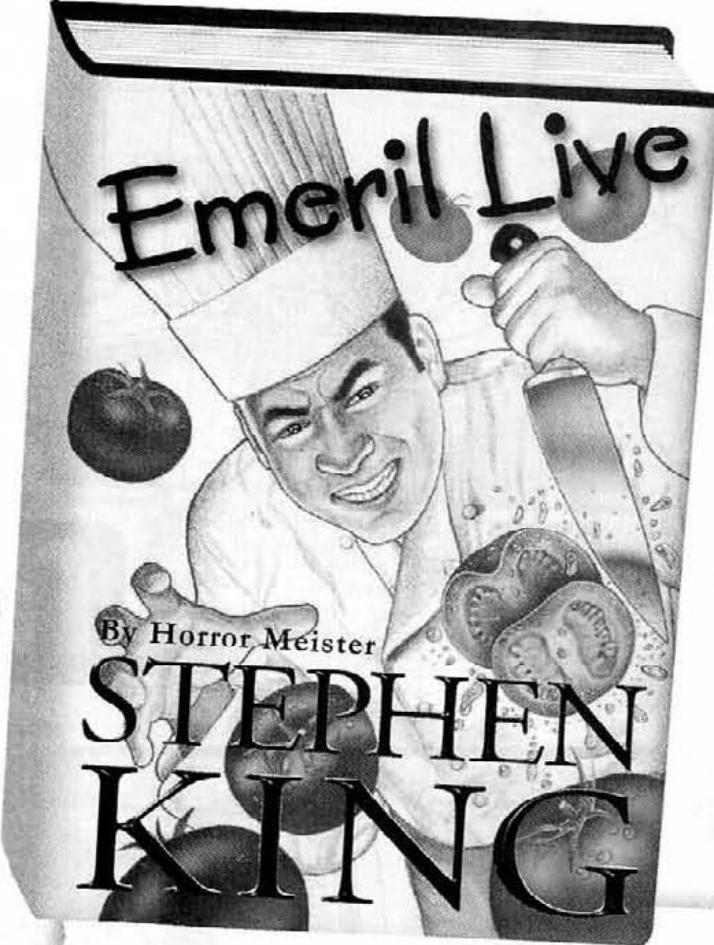
137

QVC

A woman's hand (Was it hers?) now came into the screen. Lightly touching the bracelet at first, just the tips of the fingers. Slowly, the hand began a rhythmic stroking up and down the length of the brilliant, finely-crafted piece of jewelry. Giving the viewers an ever-rising desire to call and ensure that they could possess this thing of beauty.

The hand began to tremble slightly. “We have Carol, from Grand Rapids on the phone,” the woman's voice said, thickly. “She's just ordered her third bracelet!”

That wasn't surprising. Their passion to buy could never be sated!



Emeril was holding the tomato in his left hand, the knife in his right. Out of the corner of his eye he was able to catch his face reflected in the Essence-splattered blade. He smiled devilishly.

"If you're just joinin' us, where you been, Mars or somethin'?"

The tomato was plump, sensuous. He felt the firm smoothness of its skin. He quickly, harshly held her down on the table and brought the blade down into her yielding flesh. Her essence spurted onto his white apron in one gush, then slowed to the merest trickle as, like someone possessed, he deliberately moved his knife back and forth into her. *What goes through your mind, Emeril? Is there any twinge of remorse as you bring the knife down?*

The red fluid, oozing as a messy pool under the gaping slashes, stained Emeril's fingers, as had so many others in the past.

He picked up each gory, dripping piece and threw them into the scalding hot frying pan without remorse, each time yelling "Bam!" The soft, red meat bubbling and blackening in the punishing heat. The crackling was like screaming - the screaming of a thousand deaths. *I'm watching you, Emeril. I'm watching you.*



THE SCHMUCKS STOP HERE DEPT.



JENKINS sets up a voter registration table, asking people to print their name and address.

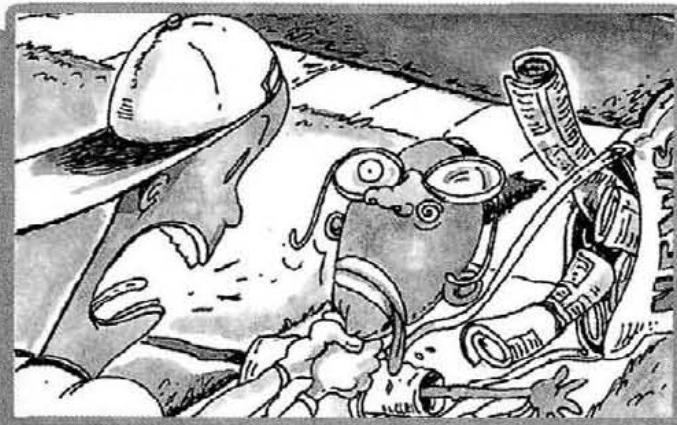


MELVIN uses the opportunity to quiz prospective voters about "the kinkiest place they've ever done it."

Melvin &



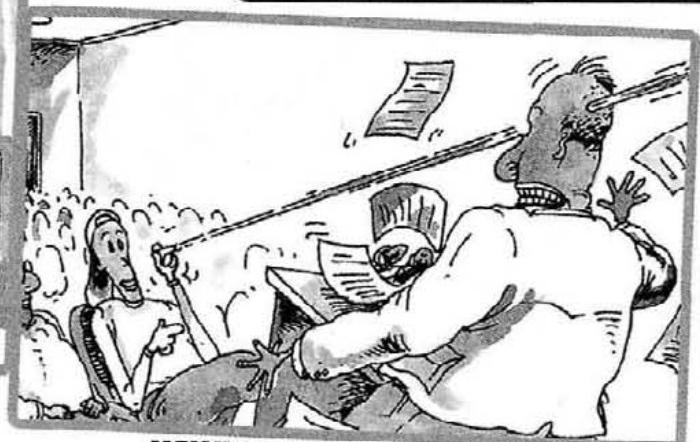
JENKINS reads two newspapers every day, clipping out articles about current events that concern him.



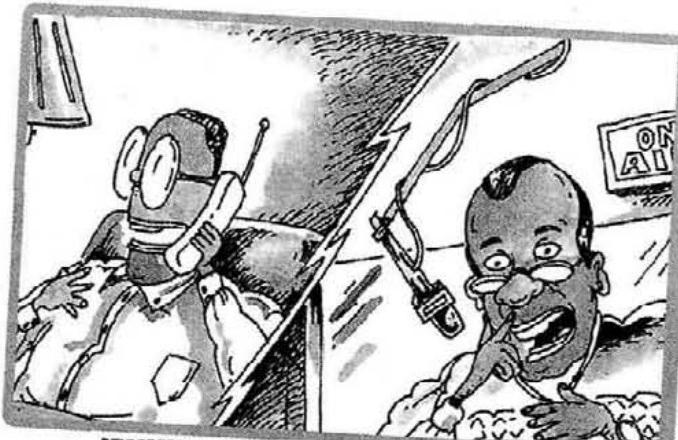
MELVIN angrily canceled his newspaper subscription months ago, after they dropped *Marmaduke*.



JENKINS attends the debate to support the candidate of his choice.



MELVIN brings a laser pointer to blind the guy whenever it's his turn to speak.



JENKINS thinks that adding his voice to the local call-in political radio show adds to the vibrant tableau that is the ongoing roil of politics.

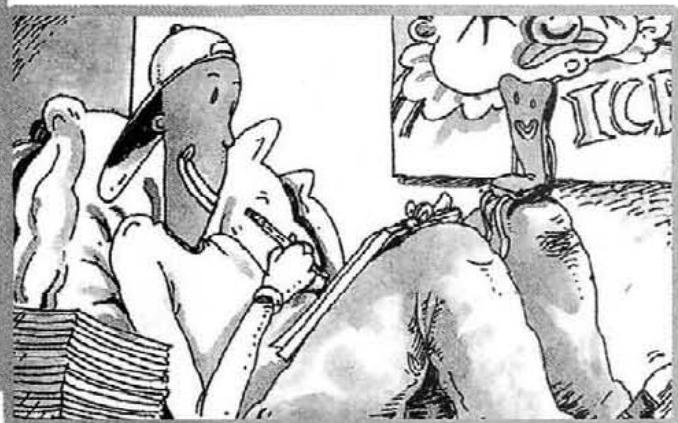


MELVIN has an important decision to make before calling, because he knows he'll never be given enough time to yell both "Baba Booey" AND "F Jackie"!

Jenkins'



JENKINS canvasses door to door, trying to get signatures in support of the Clean Water Proposition.



MELVIN forges dozens of petitions in a vain attempt to designate Gumby as his state's "Official Green Dude."

POLITICS

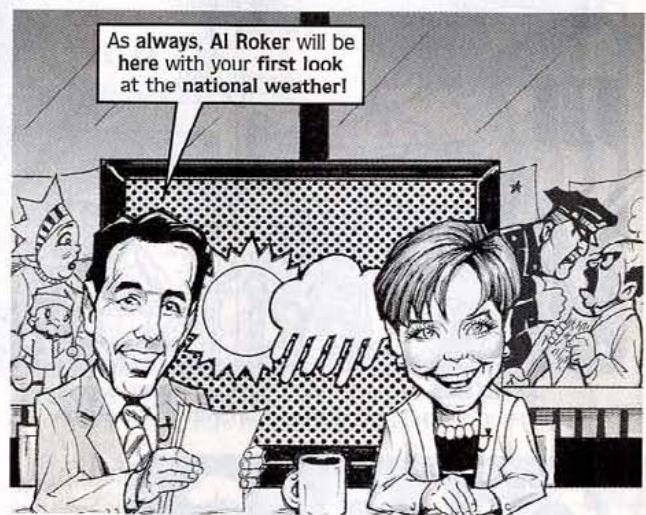
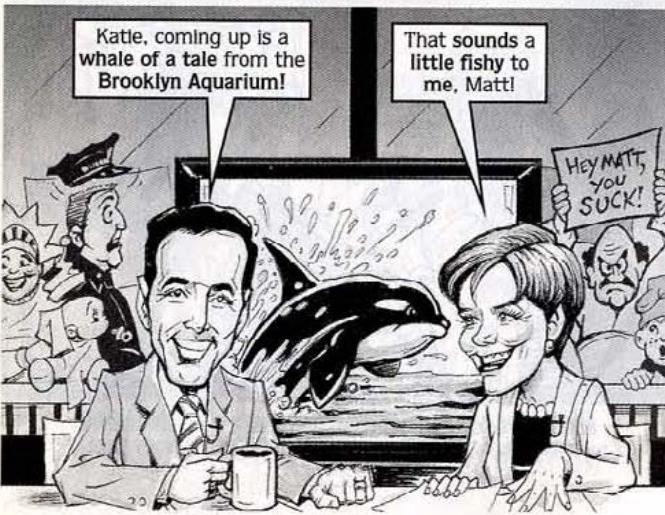


JENKINS asks from inside the voting booth, "How do I write in the name of a candidate not listed on the ballot?"



MELVIN shouts out, "Could I get a roll of toilet paper in here?"

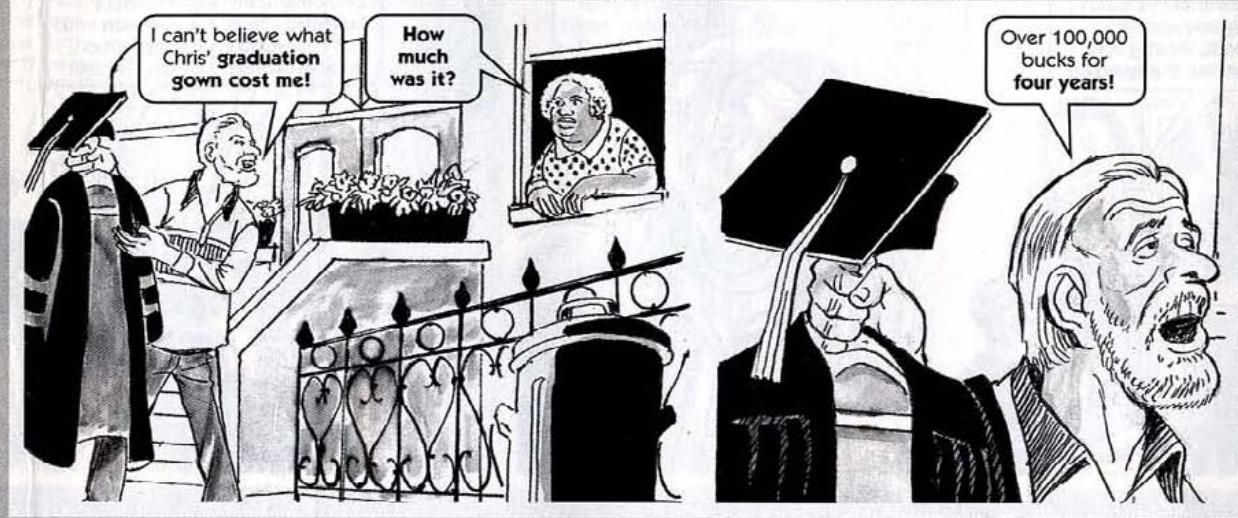
EARLY ONE MORNING IN MIDTOWN MANHATTAN



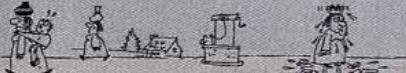
THE LIGHTER SIDE OF...



EXPENSES



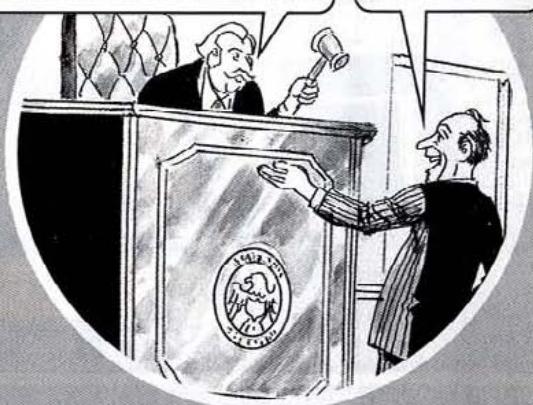
CARS



JUSTICE

You have been found guilty of inside trading on two counts! Do you have anything to say to me before I hand down your sentence?

Will you go easy on me if I give you a few sure-thing stock tips?



ARTIST AND WRITER: DAVE BERG

NEIGHBORS



REPORT CARDS



THERAPY



RELATIONSHIPS



COMMUNICATION



FASHION



PRAYING



THE OFFICE



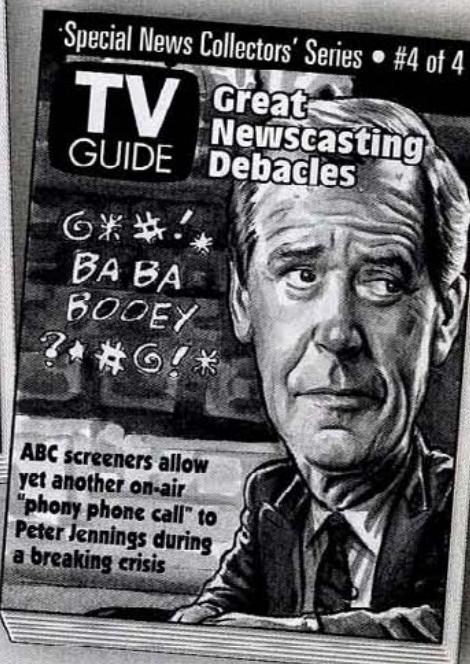
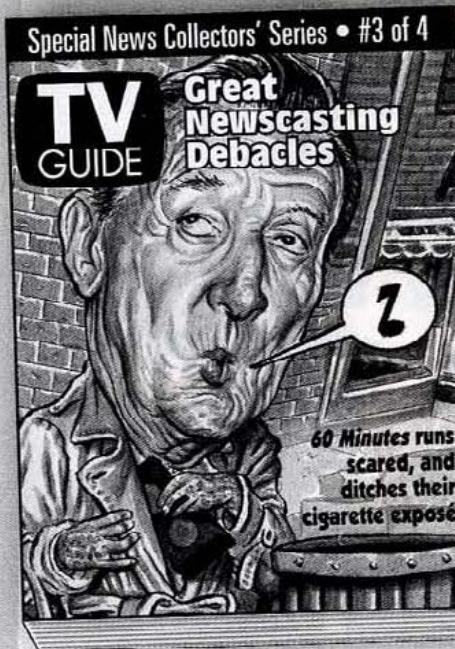
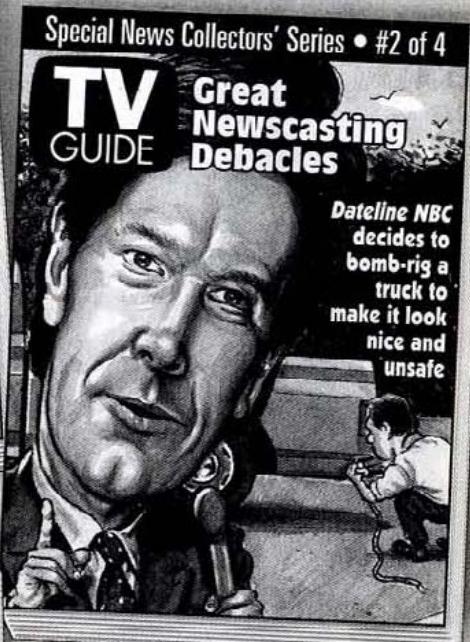
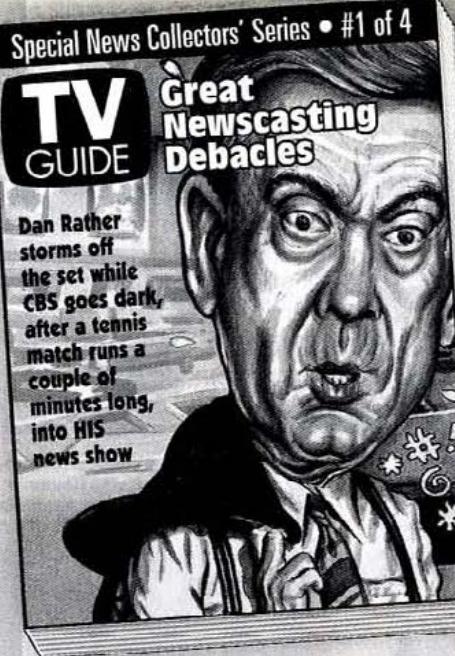
QUALITY TIME



DOCTORS



A few years back, those editorial geniuses over at *TV Guide* (you know, the guys who churn out the world's easiest crossword puzzle on a weekly basis) came up with a cheap, cynical way to boost their circulation: by publishing the same issue of the magazine with four different covers for moronic fans to (ahem) "collect"! Already they've done the multi-cover treatment for *Pokémon*, the Olympics, *Seinfeld*, the Super Bowl, *Dawson's Creek*, Elvis Presley, WWF wrestlers, WCW wrestlers, *The Simpsons*, *Star Trek*, *Star Trek*, *Star Trek* and, coming soon, *Star Trek*. While we have WAY too much respect for our readers to EVER stoop to this sort of intelligence-insulting chicanery (um, except for this issue...oh, and our *Star Wars* double cover from last year...er, and those two *South Park* things we did in 1998...and um, our *Batman* four-parter in '97), we bet it's just a matter of time before we see these...



UPCOMING TV GUIDE MULTI-COVERS

ARTISTS: DREW FRIEDMAN, RICK TULKA, HERMANN MEJIA, KEITH SEIDEL, JOHN CALDWELL

WRITER: DESMOND DEVLIN

UPCOMING

TV GUIDE MULTI-COVERS



TV Guide
Salutes the
Underpaid and
Over-Abused
Assistants
to the Stars!

NO. 1 IN OUR 4-PART
COLLECTOR SERIES

SHARNICE KOONCE,
KATHIE LEE GIFFORD'S PEDICURIST



TV Guide
Salutes the
Underpaid and
Over-Abused
Assistants
to the Stars!

NO. 2 IN OUR 4-PART
COLLECTOR SERIES

PERRY PERITIN, ROSIE
O'DONNELL'S INTERN



#3
of 4
William
Shatner's
TV Hairlines
Collectors' Covers

1990 –
Rescue
911



#4
of 4
William
Shatner's
TV Hairlines
Collectors' Covers

1995 –
TekWar



#1
of 4
William
Shatner's
TV Hairlines
Collectors' Covers

1967 –
Star
Trek



#2
of 4
William
Shatner's
TV Hairlines
Collectors' Covers

1984 –
T.J.
Hooker



NO. 3 IN OUR 4-PART
COLLECTOR SERIES

TV Guide
Salutes the
Underpaid and
Over-Abused
Assistants
to the Stars!

ANGELINA TONSIL,
KATIE COURIC'S
PERSONAL ASSISTANT



TV Guide
Salutes the
Underpaid and
Over-Abused
Assistants
to the Stars!

NO. 4 IN OUR 4-PART
COLLECTOR SERIES

1. PICK UP
MR. GUMBEL'S
SUITS
2. BUY CIGARS
3. POLISH
GOLF
CLUBS

FRANKLIN TEETER,
BRYANT GUMBEL'S CHAUFFEUR

A black and white caricature of David Letterman. He has a large head, prominent forehead, and is wearing round-rimmed glasses. He is smiling broadly, showing his teeth. He is dressed in a dark suit jacket over a white shirt.

So What If
My Material
Blows?
This Raised
Eyebrow
Will "Let
You In" That
I'm Too
Damn Hip
For My
Own Good

David Letterman, CBS

#2 OF 4 COVERS that answer the question,
"DURR...What's on the WBT? HAH! HAH!
DURR...WHAT'S ON THE WBT? COUGH!
HURRKKI! HURRRRKKKKK! HURRRRKKKKK!"

**TV
GUIDE**

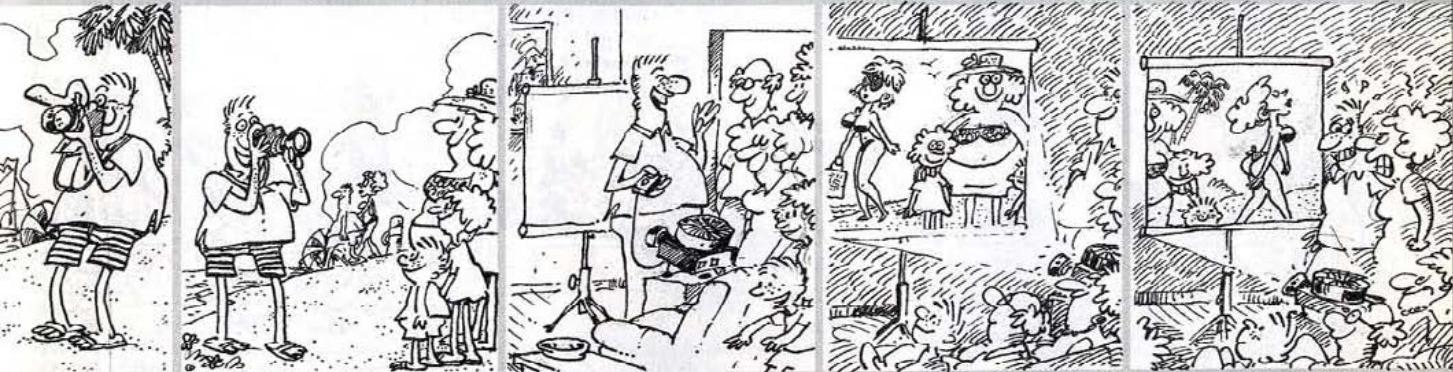
So What If My Material Blows? This Raised Eyebrow Will "Let You In" That I'm Too Damn Hip For My Own Good

A MAD LOOK AT



PHOTOGRAPHY

ARTIST AND WRITER: SERGIO ARAGONES



Sports Auction CATALOG

You don't have to have the salary of a big leaguer to afford the great items in this catalog!
(A front office executive's salary will do just fine!)

Life-Size Cutouts!

Discourage burglars, salesmen, unwanted guests and even wanted guests with these life-sized cardboard likenesses of the scariest figures in sports!

SEE PAGE 12!



Choose from...
**Latrell Sprewell
Bobby Knight
O.J. Simpson
Kerri Strug
Tonya Harding
Albert Belle
Mike Tyson
Marge Schott**

Sports Suction

Six Degrees of Tim Belcher Game

Ted Turner is a loudmouth who owns a baseball team... as is George Steinbrenner...who loves Derek Jeter...as does Mariah Carey...who isn't in the Baseball Hall of Fame...just like Pete Rose...who grew up in Ohio...just like Tim Belcher! Patterned after the wildly popular Kevin Bacon Game, this unique item proves that the mediocre Angels pitcher is the most connected guy in baseball! Also, he has a great last name you can enjoy making fun of.

\$17.22 #99226644

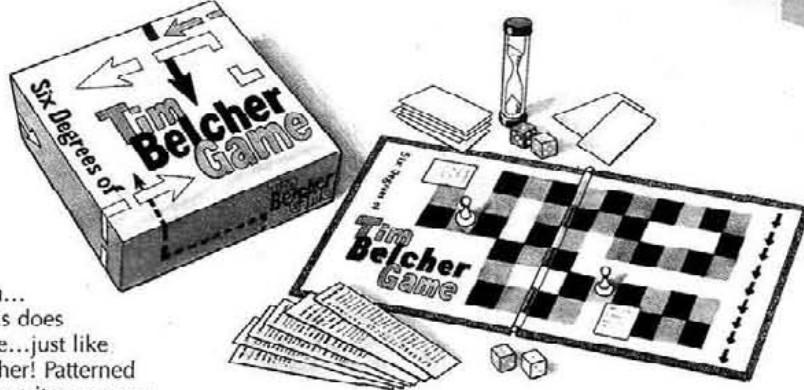
Minor League Baseball Caps

Show your support for obscure Single-A teams filled with incompetent rookies and washed-up veterans who barely make the minimum wage, play in tiny jerkwater towns, travel in ancient buses that break down all the time and stay in cheap, seedy motels.

\$19.95 #57638219



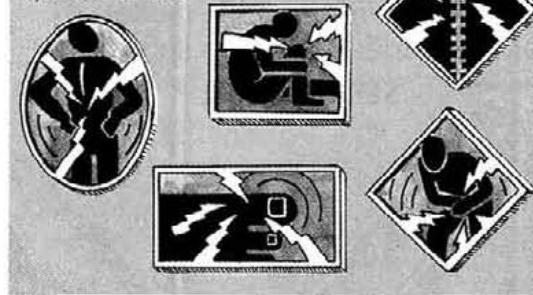
**ORDER TOLL FREE!
1-500-RIP-OFF!**



Common Injury Refrigerator Magnets

Set of four magnets celebrates the most common injuries suffered by your favorite sports stars! Includes: Deion Sanders Turf Toe; Roger Clemens Groin Pull; Danny Manning ACL Tear and Daryl Johnston Herniated Disc.

\$19.98 #7428



Politically Correct T-Shirts

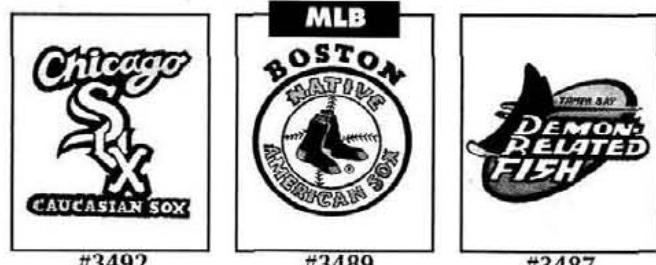
No Indians, Braves or Redmen here! Avoid offending anyone with these politically-correct T-shirts that allude to some of your favorite sports teams!

\$19.95 each



#3495

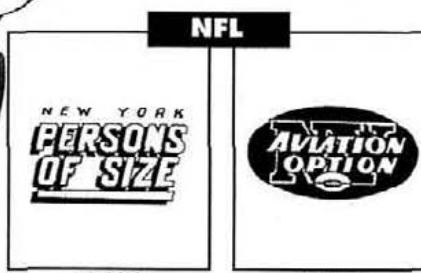
#3492



#3492

#3489

#3487



#3496

#3498



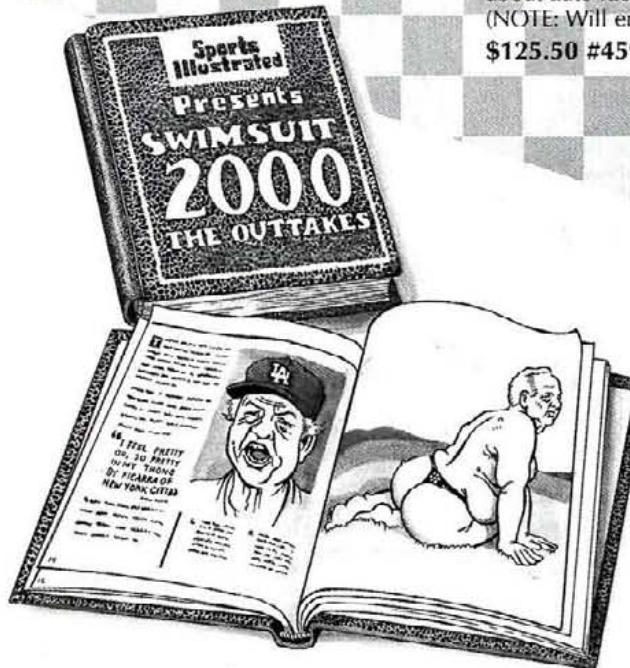
#3502

#3507

NASCAR Flaming Car Crash Mugs

Full-color graphics and gilt bonding accentuate the part about auto racing we love the most! Set of three. Solid pewter.
(NOTE: Will emit poison chemical if washed.)

\$125.50 #459845



Sports Illustrated Swimsuit 2000 Outtake Book

This lavish coffee table volume shows some of the men who didn't make it into the husband-wife section of the Swimsuit Issue. Included are: Tommy Lasorda, Rick Majerus, umpire Harry Wendlestedt and ESPN's Chris Berman. Hardback, 16 pages.

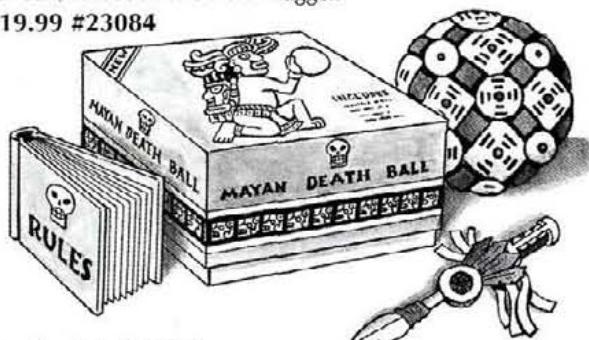
\$49.93 #340934

ALSO AVAILABLE: *Sports Illustrated's Swimsuits 2000: Nipple Shots Too Dirty Even For Us* (Call for Availability)

Mayan Death Ball Set

The ancient Mayans used to engage in a soccer-like sport in which the loser was put to death. Now you can relive those exciting, bygone days when sports weren't just about the money and all athletes REALLY cared about was winning! Set comes with ball, rulebook and ritual dagger.

\$119.99 #23084



Musical Spit Sink

The perfect gift for the dentist who loves baseball! Four-inch high sink has the logo of your favorite Major League team and plays "Take Me Out to the Ballgame" when your patients spit into it! (Specify team. Kansas City Royals not available.)

\$566.99 #99993



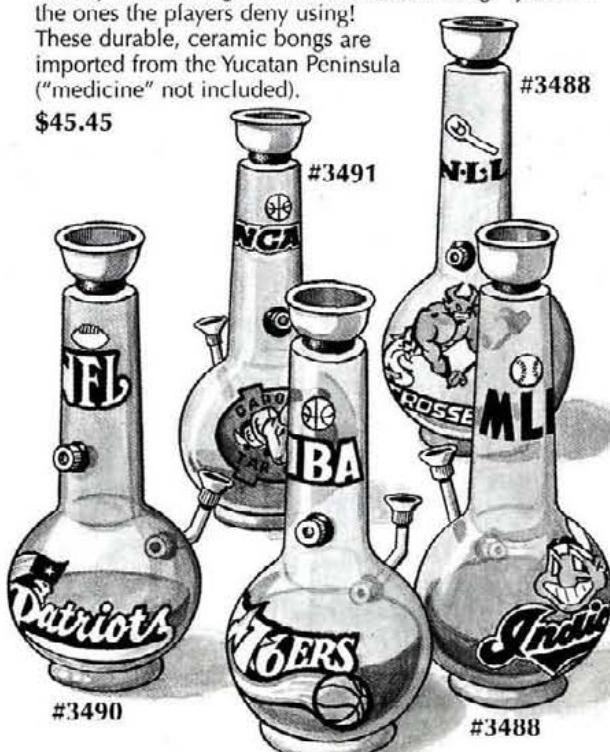
CORRECTION:

In our last catalog, the Lennox Lewis Christmas Stocking (#4492) was incorrectly identified as the Steffi Graf Mousepad. We regret the error.

Marijuana Bong

The logo of your favorite baseball, basketball, football or hockey team on a genuine hand-crafted bong – just like the ones the players deny using! These durable, ceramic bongs are imported from the Yucatan Peninsula ("medicine" not included).

\$45.45



Sports Suction



Memorial Glue

Made from actual horses who failed to win any of the major races. Each 12 oz. bottle of glue comes with a picture and statistics about the horse whose remains are inside. Great for minor repairs and arts and crafts!

\$5.95 #3439902-8



ACTUAL SIZE

Signed Mini-Basketballs

Michael Jordan – the greatest player of all time, if not the greatest human being of all time – has given His official permission to the Bulls' towel boy to simulate His signature on these mini basketballs! If you order now, you may get lucky and receive a rare Collectors' Edition ball with a gag signature of Dennis Rodman and his ex-wife, Carmen Electra.

\$97.78 #33493498

Grey Cup Replica

Own your very own small plastic version of the least coveted trophy in sports, which goes to the best team in the Canadian Football League. This Sports Suction Exclusive is designed to be looked at and has no practical use – just like the real one!

\$9.99 #9393



Relocation Maps

Over the last decade or so, teams in the NHL and NFL changed cities so often you couldn't keep track of them all. But now you can, with these stunning, full-color maps detailing which cities were screwed and which ones were thieves.

Unsuitable for framing!

**\$14.99
NFL #98989
NHL #89898
(Canadians, please add extra \$37 shipping)**



Major League Baseball Caps

You aren't a real fan unless you have every single cap your favorite team uses!

\$14.95 (Caps not adjustable.)



(CONTINUED ON PAGE 38)



Team Logo Condoms

Now you can wear the exact same condoms the pros neglect to wear. Each sturdy condom comes with your team's logo and colors. One size fits most.
\$9.95 each

#47320



#47321



#47322



#47323

#47324

Meaningless Milestone Ticket Stubs

No, we don't have any actual tickets from Super Bowls, Stanley Cups or important Mark McGwire games, but we do have a lot of ticket stubs. Each comes with an Authentic Certificate.

\$137.99

Premiere Seating
suite 33 \$5,678

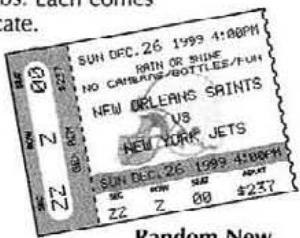
Boston Celtics

vs

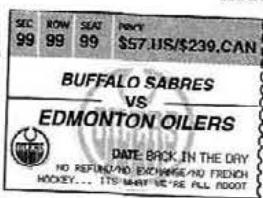
CHICAGO BULLS



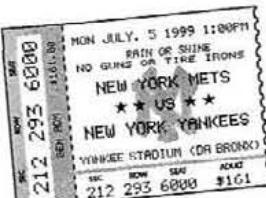
suite 33 \$5,678
Scottie Pippen's
6,899th Point
#23234



Random New
Orleans Saints
Road Loss #998227



Wayne Gretzky
Non-Ejection
Game #98342



Paul O'Neil Flies
Out to Center
#66753



Low-Scoring Soccer Game
(Columbus Crew vs. New
York Metrostars) #99882



Religious Apparel

Sometimes it takes a little more than a late inning prayer to push your team to victory, so we've come up with a wide variety of clerical garb, each with the flashy colors and logos of your favorite team!

CALL FOR PRICING AND TEAMS

Nun's Habit #23434

Yarmulke #23435

Bishop's Miter #23436

Cassock #23437

Priest's Collar #23438

Choir Robe #23439

#47325

#47326

#47327

#47328

#47329

Cross-Sports Items

George Carlin once noted that football coaches wear baseball caps on the sideline, but you never see baseball managers in football helmets. Now blurring the line totally, we present these cross-sports items, which serve no other purpose than to have them.
\$79.97 each



#9848 Football with Photo
of Don Zimmer Wearing
Packers Goalie Mask



#9849 Soccer Ball with
Photo of Patrick Ewing
Wearing Tokyo Giants
Boxing Gloves



#9847 Hockey Puck with
Photo of Troy Aikman
Wearing Royals Baseball Jersey



GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers will go on a listening tour of the hereafter!

THIS MONTH'S FUTURE FIRST CORPSE:

HILLARY RODHAM CLINTON

CAUSE OF DEATH

- Trips while rushing to divorce attorney the instant Bubba's out of office
- Trips while rushing to catch first plane out of New York the instant she loses Senate race
- Infected paper cut while hiding more incriminating Whitewater documents
- Assassinated by vast Right-Wing conspiracy for exposing them on the *Today Show* in 1998
- Kitchen fire while baking cookies in new Chappaqua, NY home
- Complete exhaustion from night of wild sex with husband Bill

ODDS

1:1

1:1

2:1

10:1

1,000,000,000:1

5,000,000,000:1



**WHAT FORM
OF HIGHWAY
POLLUTION IS
SICKENING MANY
AMERICANS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

For years, environmentalists have complained about the car exhaust that fills our lungs and pollutes the skies. But now there's a new source of highway pollution that makes us wanna puke! To find out what's contaminating our major roadways, fold page in as shown.



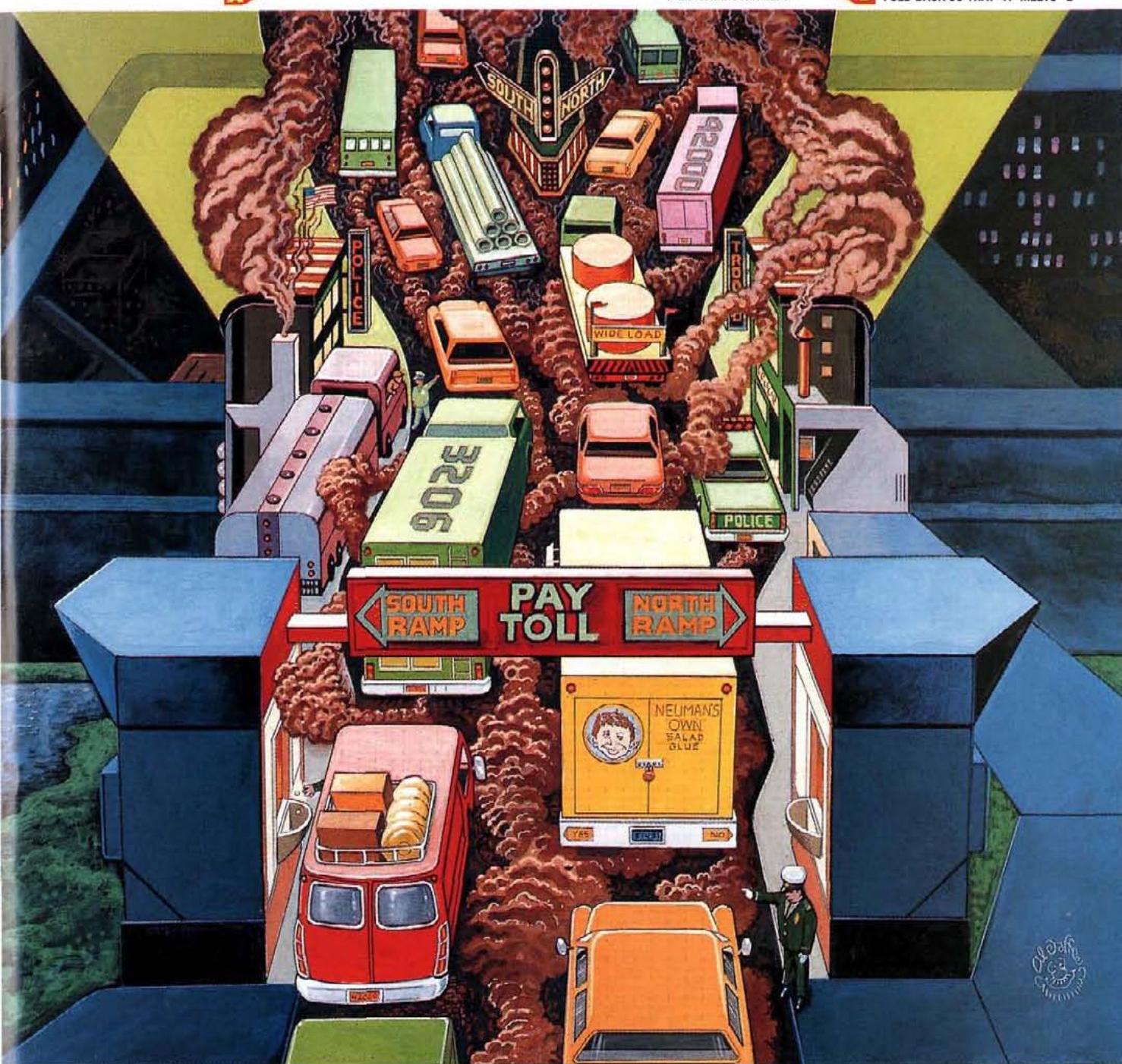
FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



SOMETHING REALLY AWFUL IS SPREADING
RAPIDLY ON OUR HIGHWAYS. MANY PEOPLE WANT SPECIAL
PROTECTION FROM IT. POLITICIANS TRY TO FIGURE AND RE-
FIGURE THE PROBLEM BUT THEY JUST KEEP ON STALLING

A

ARTIST AND WRITER: AL JAFFEE

B

SEX • SEX • GADGETS • SEX • SPORTS • BEER • SEX • SEX

MAXIM

MAXIMUM AMOUNT OF CRUEL,
OFFENSIVE, PSEUDO-HIP,
MALE CHAUVINIST CRAP

FOR MEN

JULY 2000

SEX: IS IT A GOOD THING?

You won't be even remotely surprised
by our poll results

OUR ANNUAL 12-TIMES-A-YEAR LINGERIE PICTORIAL!

IT AIN'T EASY!

How to tell the difference between
this magazine, *Gear*, *Details* and *GQ*

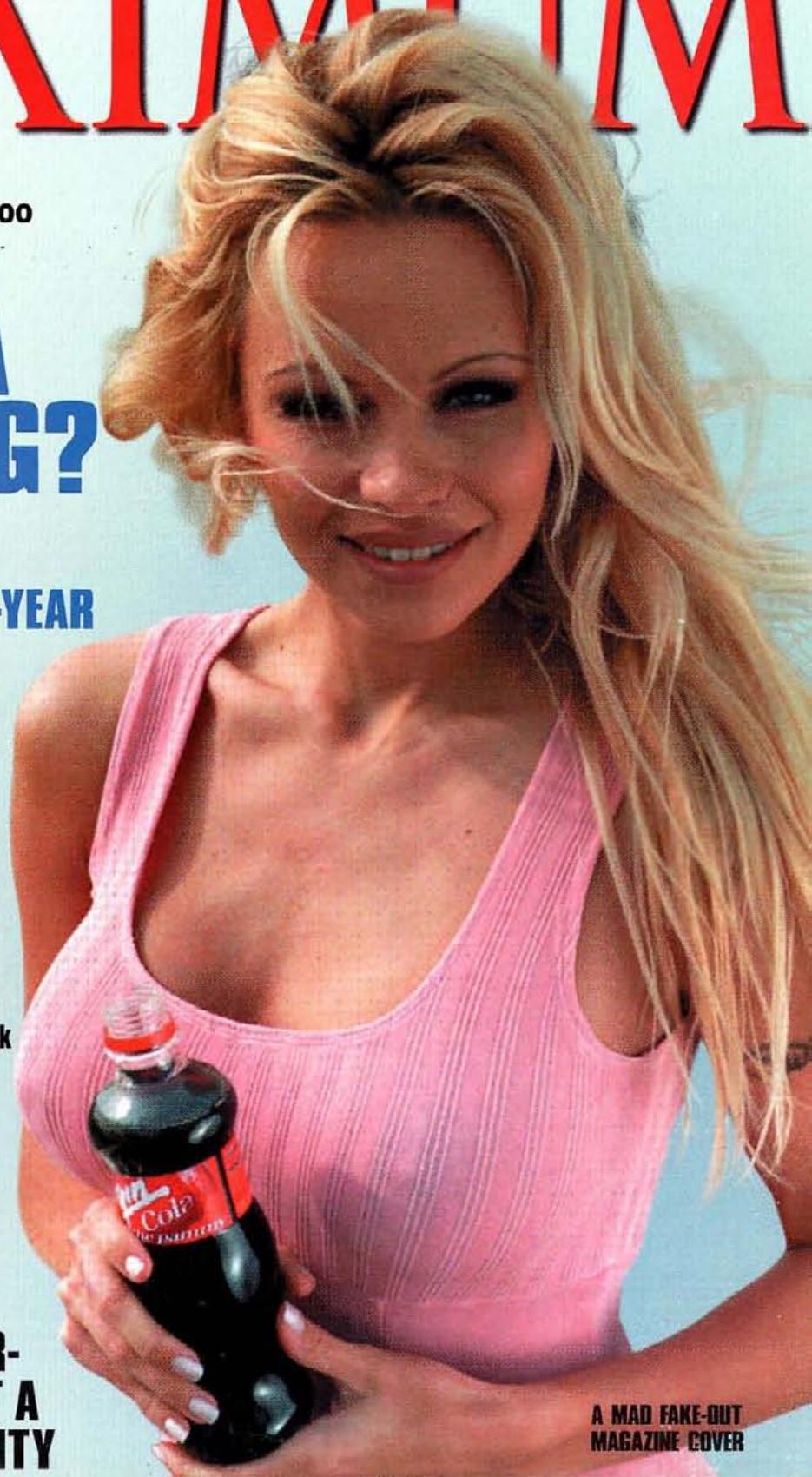
THE SEXUAL SEXUALITY OF SEXY SEX

PLUS!

Bonus pictorial of skimpy outfits that look
like swimsuits, but are actually lingerie!

PAM!

THE WORLD'S MOST OVER-
HYPED WOMAN JUST GOT A
LITTLE MORE FREE PUBLICITY



A MAD FAKE-OUT
MAGAZINE COVER

#1 OF 2 ELECTION COVERS! COLLECT 'EM BOTH!



UNITED STATES

#395 JULY 2000 \$2.99 CHEAP!



0

0709891332300

0

0